DANISH FOREIGN OFFICE JOURNAL

NUMBER 37

1961

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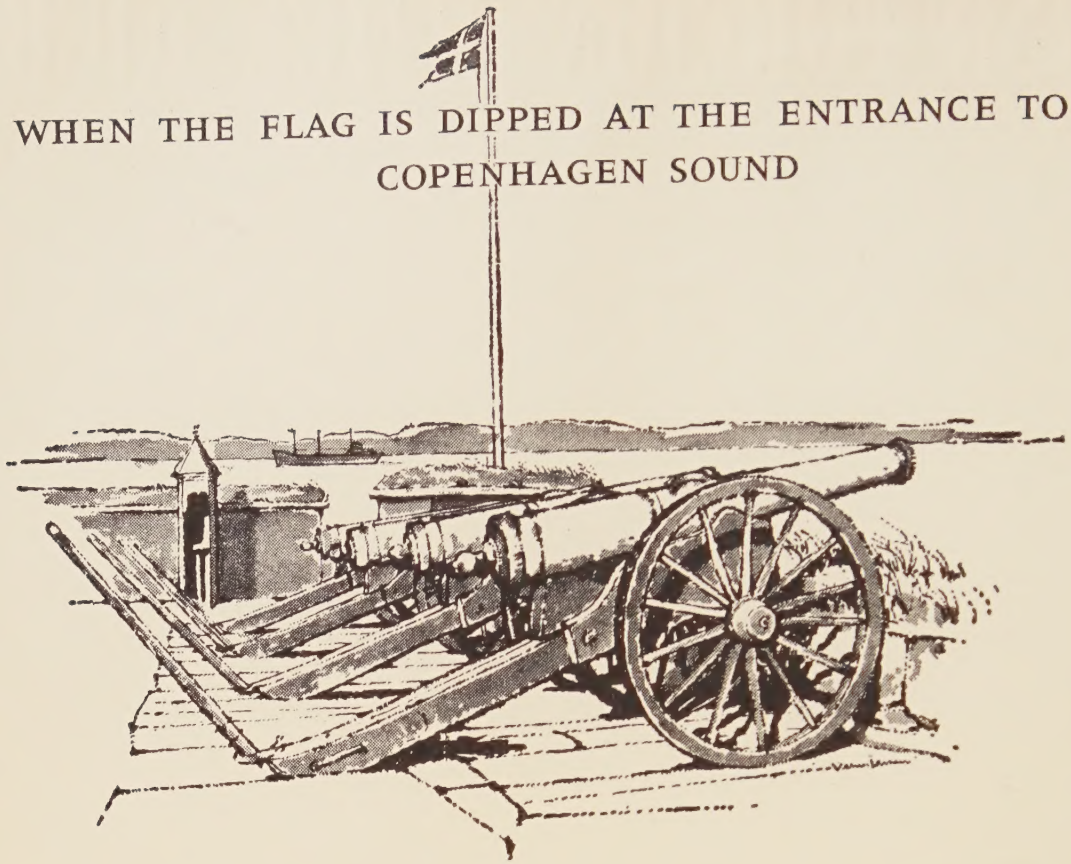
WHEN THE FLAG IS DIPPED AT THE ENTRANCE TO COPENHAGEN SOUND



When late-medieval ships stood into the narrow Sound between Denmark and Sweden, the cannons roared their warning from the Kronborg Castle bastions for the captains to drop their anchors and pay Toll on their cargoes. More than five centuries later, this heavy Toll has given way as a national source of income to exports and the roar of the guns has been succeeded by a warm-hearted tradition followed to this very day: when the flag is dipped at Kronborg it is meant as a greeting to the crews from the Commandant of Prince Hamlet's ancient castle: Godspeed and Bon Voyage!

The same respect for tradition prevails in the house of Cherry Heering. Now as then, ships stand off the Sound, many of them loaded with the famous liqueur of Denmark. Now as more than a hundred years ago, the Heering family sends its own ships overseas to serve as Ambassadors for the things which make the stately Peter F. Heering mansion in Copenhagen the centre of a far-flung organization: cherry trees in bloom in the vast Heering orchards, the old oak casks in the cellars, a business spirit deeply rooted in bygone years, and the fair name and fame of Cherry Heering. Unimpaired through good times and bad, the flavour of Cherry Heering is as strong and as sterling as it was in the days of the Sound Toll, and on every foreign shore – from San Francisco to Singapore – from Melbourne to Montevideo – the flag is dipped to loyal friends in the tradition of enjoyment: Cherry Heering – cheers!

CHERRY HEERING

PETER F. HEERING - COPENHAGEN - DENMARK

DANISH FOREIGN OFFICE JOURNAL

COMMERCIAL & GENERAL REVIEW

THE FIRST YEAR OF EFTA

The present economic situation in Denmark has the pattern of a veritable boom, with expansion in all fields. The article below contains an assessment of certain special problems such as the need of capital and some discrimination against agricultural produce. By Erik Nielsen.... *page 11*

MAKING A SMALL COUNTRY BIGGER

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FORM AND USE OF FOLK COSTUMES

When standardization is the watchword interest will increase in the distinctive, thinks the author; this may be one reason for the present great interest in folk culture, especially folk costumes, whose origins, forms, and use she describes. By Ellen Andersen ..... *page 17*

SIDELIGHTS ..... *page 21*

CAVIARE HAS BECOME DAILY FARE

The lump-sucker has given the sturgeon something to think about. Thanks to a Danish gourmet, people in 55 countries now eat Danish caviare as a daily food. By Jørgen Ranten. ..... *page 22*

A REVOLUTION IN THE KITCHEN

Deep-freeze continues its triumphal progress over the world. In Denmark the production of deep-frozen foods in close association with scientific research institutes, both for domestic consumption and export, has shown a substantial increase in the course of the last three or four years. By Willy Kernel ..... *page 23*

GOOD EATING

The Danish Food Fair at Ålborg last year was such a great success that the experiment will be repeated this year on a bigger scale. A world-wide publicity campaign has been launched to attract international epicures to the joint "window display" of the combined Danish food industry. By H. Anker Sørensen ..... *page 24*

CANNED PROTEINS

Danish preserved milk, which will keep in the hottest of climates, is well known as a healthy and concentrated quality food; 80 per cent of the exports go to far-distant countries. By Holger Ellert ..... *page 26*

WASTE STRAW INTO FINE PAPER

The traditional close association between Danish farming and industry has found fresh scope; instead of being burnt, straw is now made into pulp for paper and packaging—a further example of resourcefulness in a country short of raw materials. By Knud Borch ..... *page 28*

BUY FIVE ENGINES—AND GET A FREE SHIP

This article almost amounts to a discount coupon. It gives shipowners instructions for obtaining certain operational and money advantages by means of Danish diesel engines. By Frank Hernov ..... *page 29*

THEY PLOUGH AND HARVEST EVERYWHERE

The sun never sets on Danish agricultural machinery, it has been said. The relationship of factory and village forge means less administration and sound production—the machines are born in the field, not on the drawing-board. By Aksel Bro Rasmussen ..... *page 30*

The cover, drawn by Alex Secher, shows the Maersk Refinery in Copenhagen; see text on page 16

NUMBER 37 . MARCH 1961

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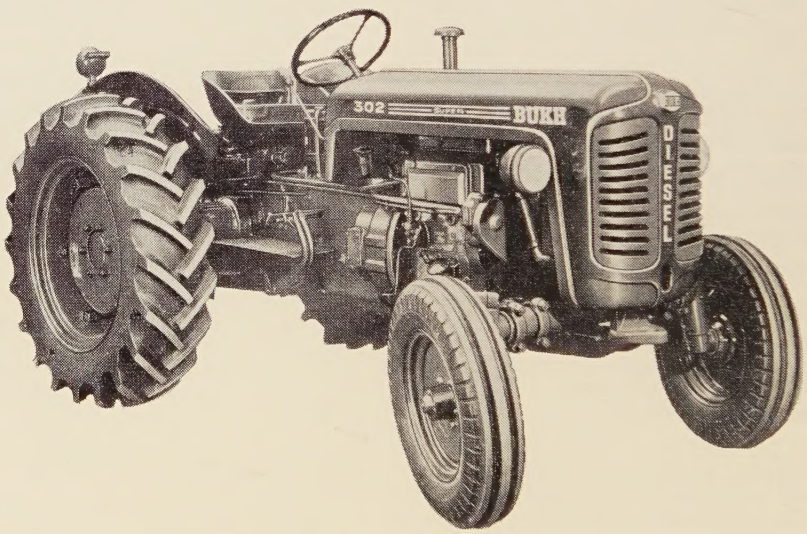

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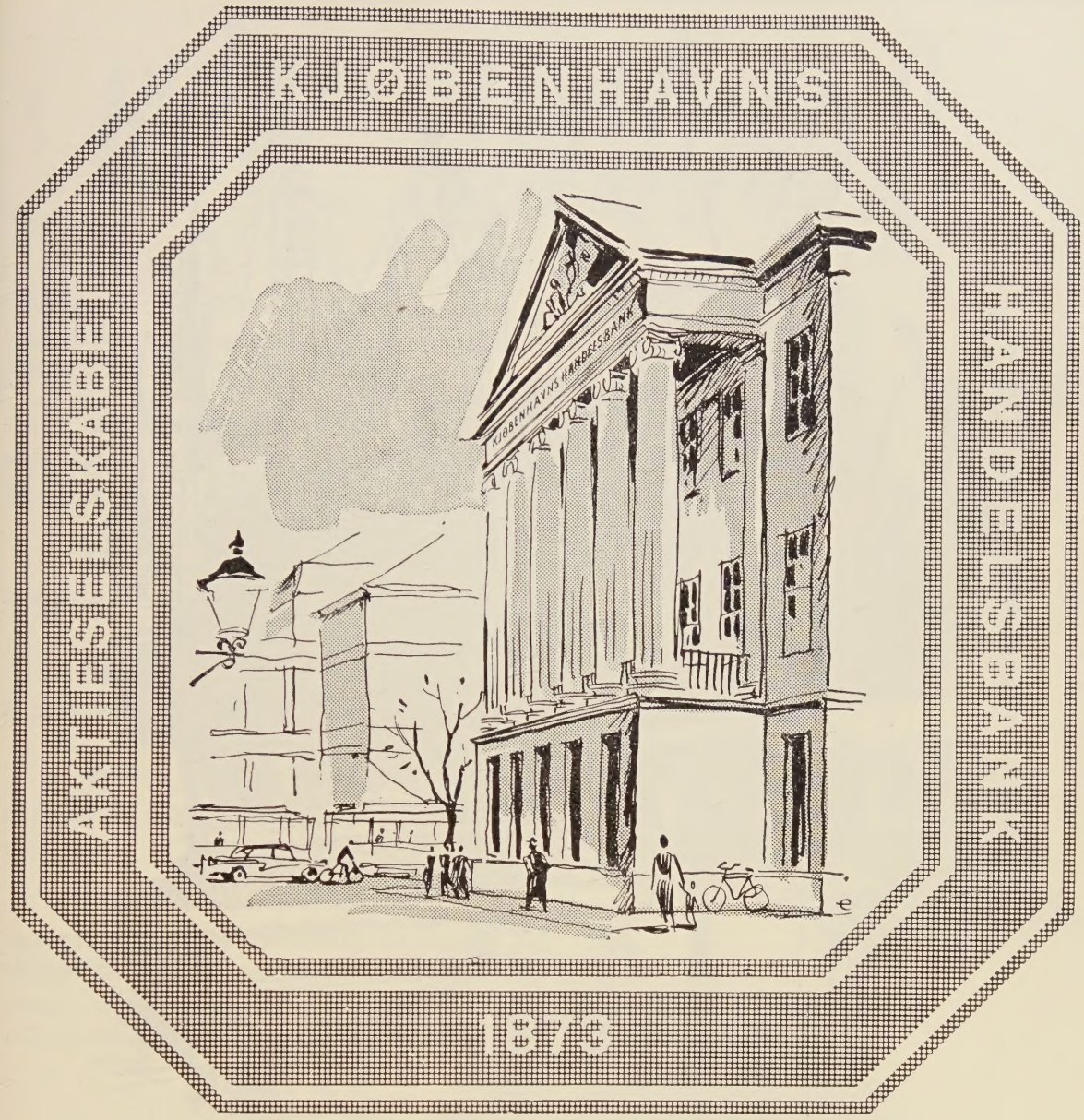

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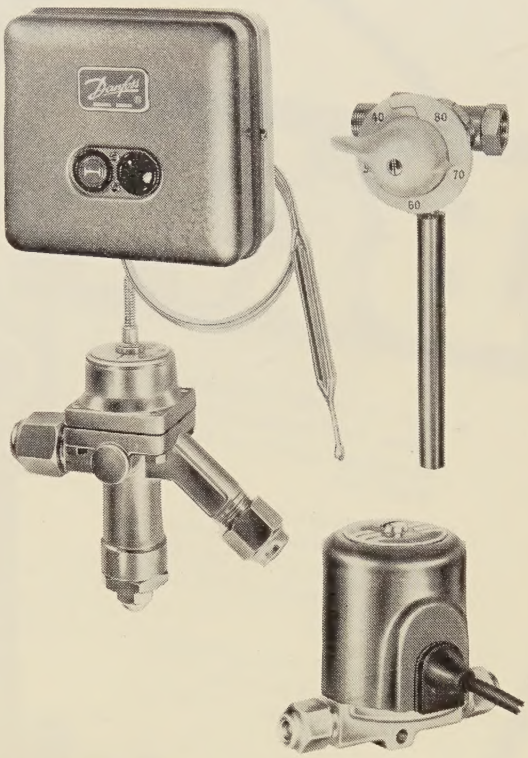

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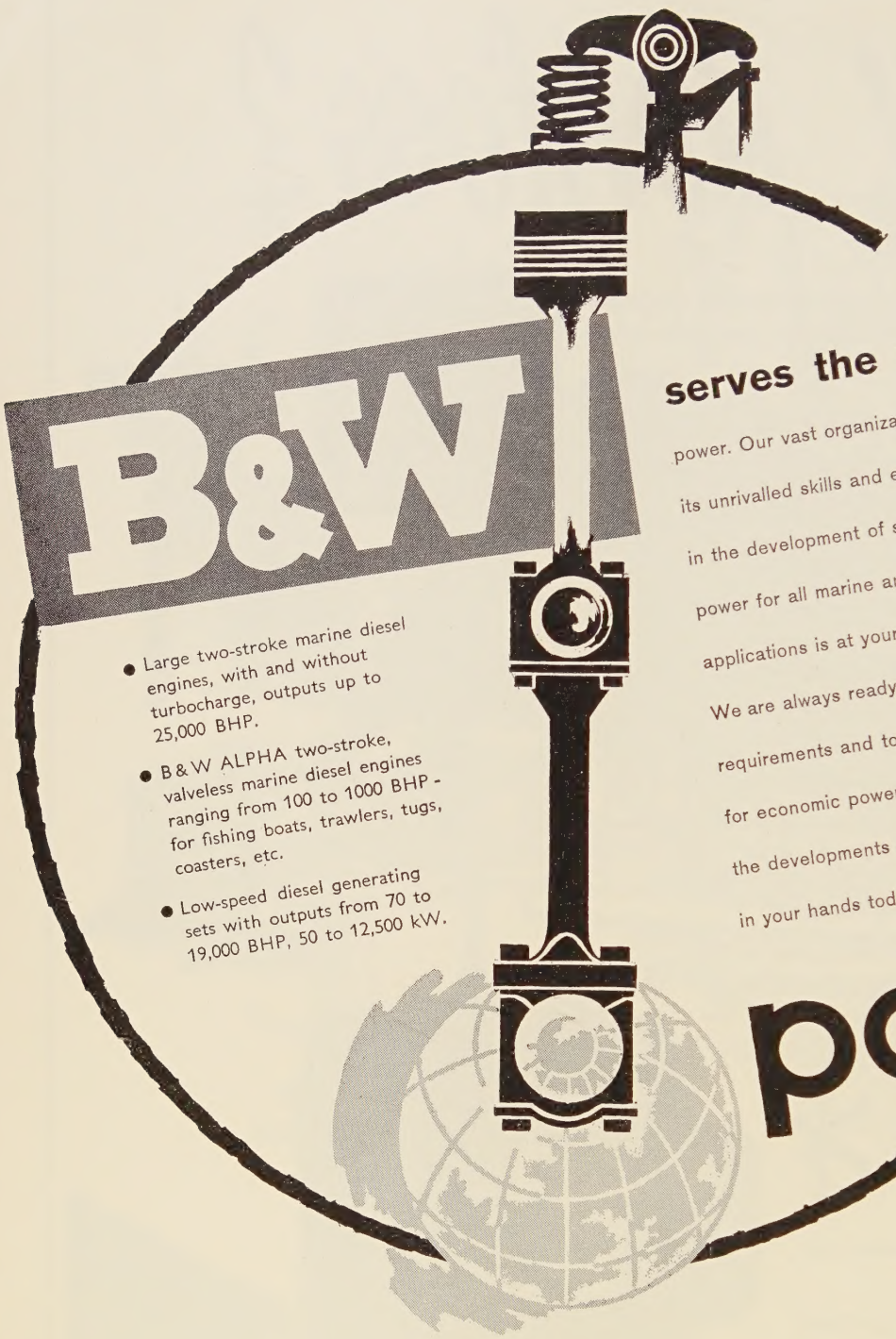

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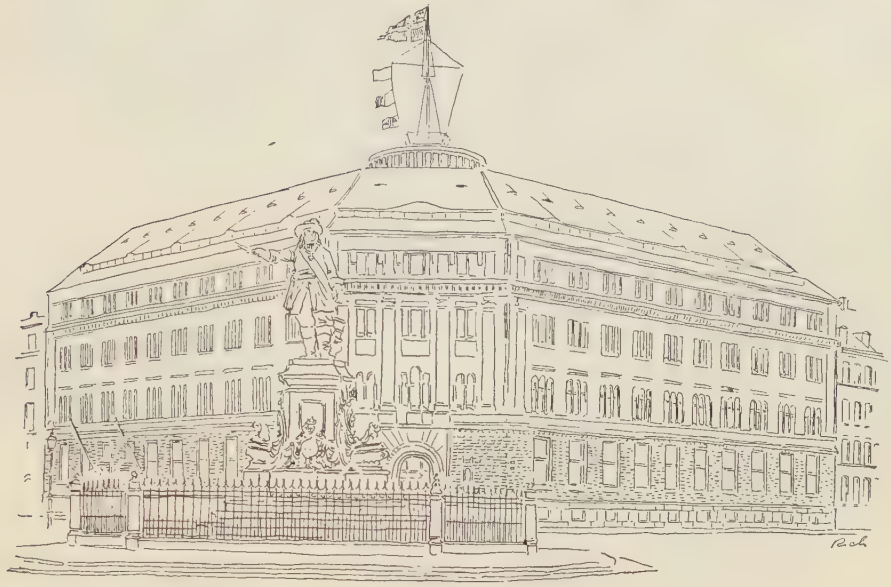

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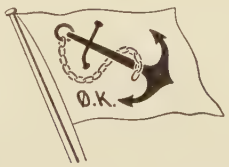

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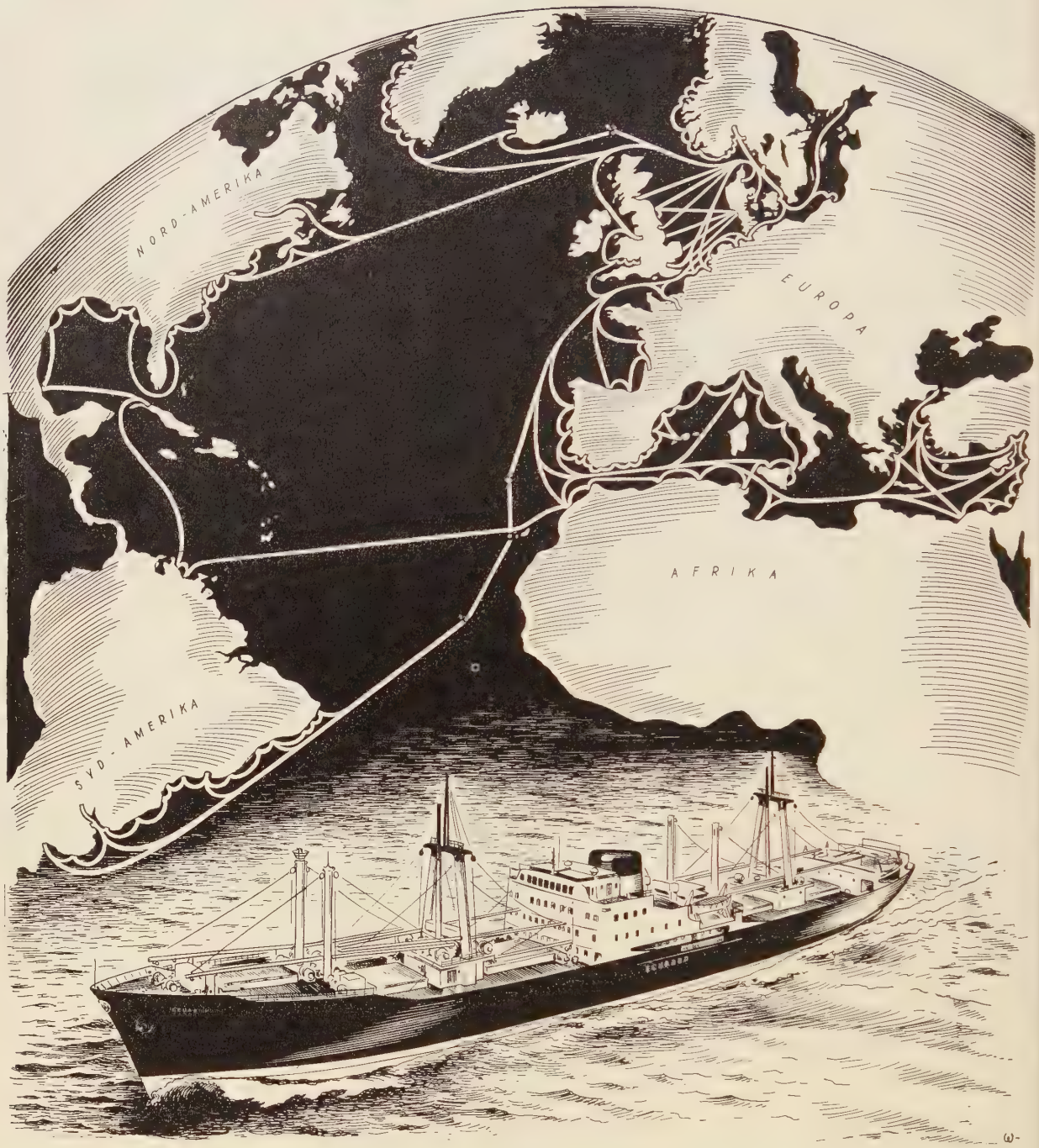

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DANISH FOREIGN OFFICE JOURNAL
NUMBER 37 . MARCH 1961

The First Year of EFTA

By Erik Nielsen
Economic Department, Ministry of Commerce

The present economic situation in Denmark has the pattern of a veritable boom, with expansion in all fields. The article below contains an assessment of certain special problems such as the need of capital and some discrimination against agricultural produce

The outstanding event in Danish economic policy last year was the accession to the European Free Trade Association, coupled with the reorganization of trade policy by means of a new Tariff Act.

The decision to join EFTA was made in March and implemented on July 1, 1960. Many people had hoped that a general solution of the European market problems could have been achieved at once. There was particular disappointment in agricultural circles, because the division of Europe into EFTA and the Common Market means that the proportion of Danish agricultural exports which go to the Common Market will be subject to discrimination, especially if the countries of the Common Market introduce their contemplated agricultural arrangements.

Efforts are still being exerted to achieve the general European solution and hope has not been abandoned on the Danish side of reaching a favourable result. Danish agricultural interests in the Common Market have been safeguarded in the years immediately ahead by means of negotiations.

Restrictions and Adjustment

It is well known that in the world economic field it has been difficult to achieve the successful liquidation of restrictions on agricultural imports. In this respect the EFTA agreement constitutes an advance, as linked to it there is a series of special agreements which mean a beginning of the abolition of agricultural restrictions. It is hoped that this first relaxation of the trade in agricultural produce may gradually lead to further relief.

Many regarded membership of EFTA as an advantage in itself, as the uncertainty with regard to future marketing conditions which prevailed before the decision was made was in itself a great inconvenience to the trade, which found it difficult to plan. Many believe that for a large number of commodities the EFTA market is big enough for a competitive production to be based on it. Recently indeed we have seen considerable investments made with a view to adjusting production to the EFTA market.

Significant Tariff Reform

In connection with membership of EFTA, as already mentioned, a tariff revision was carried out. Denmark is traditionally a country of very low tariffs, a fact which was not affected by the economic difficulties of the 1930s, when, however, the interests of production were safeguarded by means of import regulations. These were found to be still expedient during the war and first post-war years, but import regulations did not fit into the new European market plans. On February 29, 1960, therefore, a new Tariff act was passed, one which is of great significance.

The industrial protection was reorganized, a major part of the import regulations being abolished while, at the same time, some increase was made in tariffs.

The tariff increases were, on the whole, moderate. Simultaneously with the increases a series of tariff reductions was introduced on industrial ancillary materials. It is very difficult to judge the total effect of the abolition of import restrictions and tariff revisions, but it is believed that the reform involves a reduction in the overall protection.

Through membership of EFTA the tariffs on goods imported from the other member countries (United Kingdom, Norway, Sweden, Switzerland, Austria, and Portugal) were reduced by 20 per cent. They will be abolished

altogether in the course of a transitional period of 10 years. The remaining quantitative import restrictions will also be abolished during the ten-year transitional period.

Expansion in All Fields

In spite of great changes in the economic conditions the economy developed very favourably in 1960. Production, agricultural as well as industrial, continued the expansion of 1959. It is true that the pace of expansion has been slackening, but this is chiefly because we have achieved almost complete utilization of the productive resources. Investments in house-building have remained at a high level and agricultural and industrial investments, in buildings, machinery, and equipment, have shown a very rapid increase.

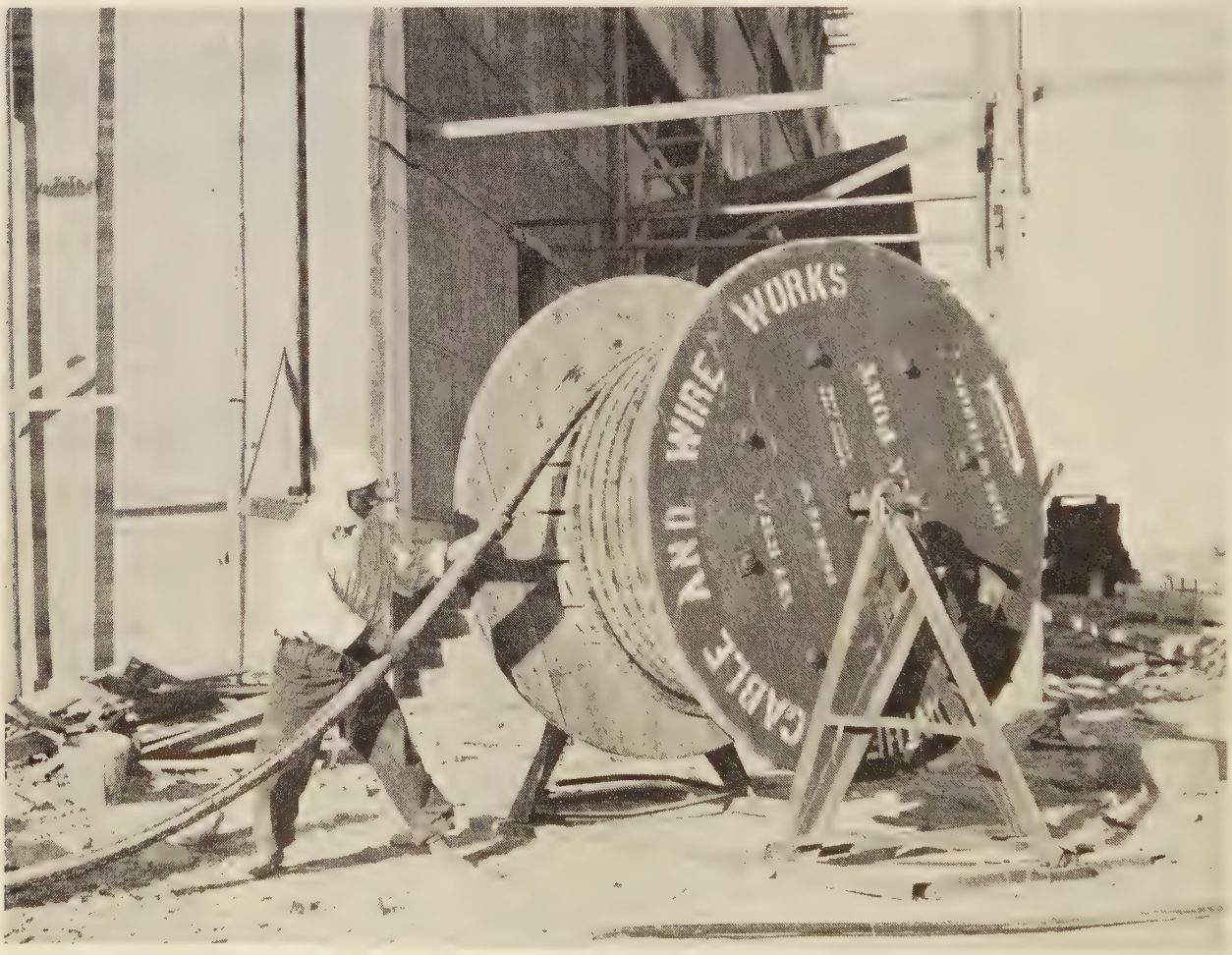
Employment has been expanding and unemployment has been as low as at any time, even though a very large new year-group entered the labour market in 1960. Industry has succeeded in absorbing a considerable migration of labour from agriculture. There has been a welcome fall in unemployment among the unskilled.

The expansion which has thus taken place has been achieved without major price fluctuations. Raw-material prices have remained largely unchanged, but the prices of fuels have been falling. The prices of manufactured goods have shown only a minor increase. Imports in 1960, compared with 1959, rose by a little over 1,000 million kroner, or about 10 per cent. Exports were up by about 400 million kroner, roughly 5 per cent. There was a small decline in the value of agricultural exports, chiefly due to lower prices and the effects of a poor harvest of certain crops. Industrial exports maintained the increase of previous years and rose by about 12 per cent.

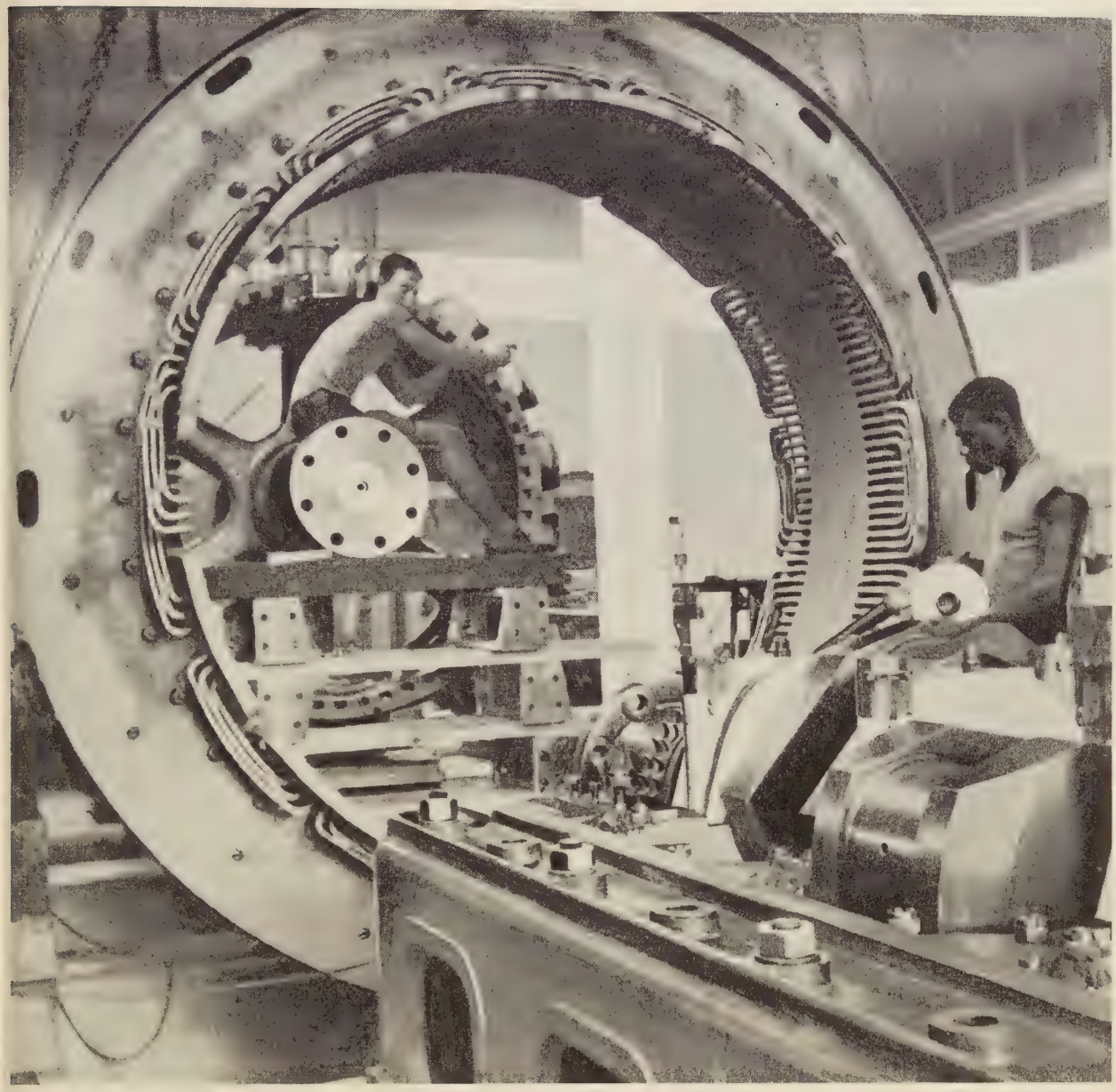
The fact that imports have expanded more rapidly than exports has meant that the balance of payments, which in 1958 and 1959 showed a surplus, in 1960 showed a small deficit. At the beginning of 1960 there was a rather sharp deterioration in the balance of payments, due partly to factors associated with the revision of tariffs and import regulations, and partly to a number of special factors. The gap was narrowed during the course of the year, but the foreign-exchange position was unquestionably weaker at the close of 1960 than at the end of 1959.

Intensive Industrialization

The transition to the larger market in 1960 was effected fairly satisfactorily. There were full employment, expanding production, stable prices, and a fair balance of payments. This may be regarded as favourable, especially when it is considered that the readjustment difficulties connected with the transition to a larger market are greater in Denmark than in other countries. This is because the country's most competitive production, her quality agricultural produce, has not yet to any great extent been included in the abolition of restrictions within EFTA, OEEC, or GATT. The exclusion of agricultural goods



Danish-made cable off the coil for a new factory in the Middle East



Installation of a Danish 1,250-kWA flywheel generator in South America

means that Denmark must intensify her industrialization at a greater pace than would otherwise be necessary, with consequent relatively greater burdens of investment and rationalization.

The intensive tempo of industrialization has now continued for several years and the result has been that Denmark is no longer the out-and-out agricultural country she once was. It may not be so well known that manufactures employ a larger proportion of the population than agriculture. Of the total exports agricultural goods proper account for just under 50 per cent, fish, canned foods, etc., just over 10 per cent, and manufactured goods about 40 per cent. In recent years the last-named have been expanding rapidly.

Capital and Productivity

The country has therefore taken the consequences of the new state of affairs. It is hoped that there will be some easing of agricultural protection in other countries, but it is adjusting itself to the given market conditions, and investing in and rationalizing its industries in order to utilize the possibilities in the larger EFTA market. Investments at the end of 1960 are so great that they threaten to exceed the country's economic resources and thus to undermine the short-term balance of foreign payments. On a long-term view investments are the prior condition for a continued expansion of production and greater competitive ability.

One of the main problems of the Danish economy in 1961 will be the provision of adequate capital to cope with this favourable adjustment process. Another major economic question will be the coming labour negotiations, to be concluded in the spring. In recent years Danish productivity has expanded very rapidly, and one of the results has been rapidly expanding industrial exports.

The financing of the increased capital requirements occasioned by the market plans, together with the course of the impending labour negotiations, will be decisive for the continuation of the favourable trend.

Aerial view of the Lammefjord. An area of 5,500 hectares (13,600 acres) was drained during the years 1873-1942. This reclamation project yielded arable land for 1,300 farms

Making a Small Country Bigger

By Niels Basse
Director of the Danish Heath Society

The provision of more farm land is an urgent Danish problem and reclamation and improvement have made rapid strides during the last generation. The classic achievement in this field was the laborious cultivation of the Jutland heath, carried out by the Danish Heath Society, a private institution founded after the war of 1864 with the motto 'What was lost without shall be won within'

A summer visitor to Denmark seeing the lush fields and waving corn is unlikely to be aware of the problems which lie behind the fertility; problems associated with a changing social structure and concerned with sustaining a steadily growing population on a steadily diminishing amount of farm land, and with maintaining the exports of quality farm products that are of major importance to the national economy and if possible increasing them.

The provision of new agricultural land is a pressing problem in Denmark today, one which becomes increasingly urgent as good farm land is appropriated for roads, airports, building, and so on. Consequently, the Government has intervened and provided means of reclaiming areas for farming. During the last 25 years, with the assistance of the Danish Heath Society, land has been reclaimed, improved, and cultivated on a scale bigger than ever before. But though considerable areas have been recovered in this way the amount of farm land has for some years shown a substantial decline.

20 p. c. More Land

The most conspicuous gains have been made on the Jutland heaths. About 1860, over a third of the total area of Jutland was uncultivated heathland and dunes. Of this, 600,000–700,000 hectares (1,500–1,750 acres) has been converted into fields and meadows and the agricultural area thus increased by about 20 per cent. On this recovered area over 25,000 farms have been established, with a production not much under the national average. A further 200,000 hectares (500,000 acres) has been afforested.

The work has cost sweat and tears, and the men and women who pioneered the cultivation and afforestation of Jutland will long be remembered. Their visible memorial is the extensive Royal Memorial Park for the Cultivators of the Heath which will remain a protected area for ever, in order that future generations may know what large tracts of Jutland used to look like.

Whereas this great work was mainly accomplished without legislative support because there was then no relevant law in existence, 1,524 other reclamation projects comprising 161,810 hectares (400,000 acres) and costing 246 million kroner have been carried out, up to October 1, 1960, with the assistance of the Land Reclamation Act.

Legislation and Grants

Legislation to promote land reclamation was initiated in 1933. A Land Improvement Act of that year enabled some 545,000 hectares (1,362,500 acres) to be improved by draining and a further 80,000 hectares (200,000 acres) by regulating streams, while it also enabled certain areas of heathland to be cultivated. In the past 25 years over 25

million kroner a year has been spent, chiefly by private individuals, on land improvement schemes of this kind.

The Land Reclamation Act of 1940 was passed in order to facilitate larger and more costly joint schemes. Under this Act it is possible to obtain a grant of up to two-thirds of the total labour costs, plus a loan for the rest of the amount, the loan being interest- and amortization-free for three years after completion of the work, and repayable afterwards over a 20-year period.

In view of the continued decline in the agricultural area compared with built-up areas, efforts are now being concentrated on further reclamation schemes. So far, it has been possible by means of rationalization to effect a considerable improvement in the yield of existing farm land, and there is no doubt that a further improvement can be made, though there is a limit to the potential yield per hectare. Moreover, the amount of heathland is shrinking, and it is estimated that of what remains only a further 30,000–40,000 hectares (75,000–100,000 acres) can be brought under the plough.

Draining the Sea?

But there are considerable areas of naturally fertile but waterlogged and under-productive land situated alongside estuaries, coasts, and streams, as well as some fair-sized bogs and worked peat areas, and the two indicated laws provide a good economic basis for further reclamation of

The delta of the Skjern River, covering 3,700 hectares (9,100 acres), was drained at a cost of 22 million kroner

Lake Fiil, West Jutland. The barn and the silos stand in the middle of a former lake

these. In addition, it may be necessary to explore the possibilities of draining areas of water.

The Danish Heath Society has prepared a survey of about 148,000 hectares (370,000 acres) of water which it is considered economically feasible to drain. Before the work can begin it will be necessary, however, to make a series of soil tests, as the chief factor in deciding which areas it would be profitable to reclaim would naturally be the quality of the soil. Shallow estuaries, sounds, and inlets will be preferred to shallow areas of the open sea; for one reason because damming and pumping installations will usually be cheaper there, and for another because the subsequent construction of roads and supply of water and electricity will be easier. These considerations do not exclude the possible future reclamation of open sea areas.

Of course many other factors have to be considered in connection with such projects. Natural beauty spots must not be spoilt and shipping must not be obstructed. There must be no alterations to streams or currents which might have serious results. Important fishing and breeding grounds must not be destroyed. Where it is impossible to fulfil every requirement at once the advantages must be weighed against the drawbacks. It is important that reclamation projects such as these should be prepared in good time, so as to be ready for implementation at fairly short notice as required.

A Successful Example

An example of what can be accomplished by means of a single reclamation scheme is the draining of Fiil Lake in West Jutland, which in 1941 consisted of about 1,200 hectares (3,000 acres) of water and unproductive land. In the course of 10 years the Heath Society drained this lake; it cost 1,605,500 kroner, but the quality of the recovered land was so good that in 1960 it was possible to cultivate 1,065 hectares (2,600 acres) of barley, oats, rye, and rape, and obtain a harvest of 3,700 metric tons af grain and 45 tons of clean rape-grass seed, in addition to grazing 600 bullocks on the remaining 200 hectares (500 acres) of clover and grass. This is a valuable contribution to the national economy.

Keeping the Fire burning

Our cover, by Alex Secher, shows the Maersk Refinery of Copenhagen, an affiliate of the A. P. Møller Steamship Company. Here, a mineral oil, naphtha, is refined by chemical processes by which a number of new products are obtained, among them 70,000 litres of alcohol from ethyl a day, plus gas for one-third of the families in the capital. Although the tower appears in the company's balance-sheet at a valuation of 14 million kroner, it is of no value whatever. A change in the method of production rendered it entirely superfluous. However, the pipes in the tower keep the flame burning—and so it has become a landmark for Copenhageners and for ships in the Sound.

Lake Sliv, South Jutland. The silt, 15–30 feet deep, cracks up during and after drainage

Fig. 1 – Women's costume worn on festive occasions at Læsø with a large, white head dress, black velvet jacket with gilt silver ornament, a black silk skirt and an apron trimmed with silk bands in many colours. 1871. – Fig. 2 – Peasant girl from Rønæs wearing church costume with flowered cap, dark green knitted vest, bodice bordered with silk ribbons, green pleated skirt and white apron. 1871.

Form and Use of Folk Costumes

By Ellen Andersen
National Museum, Copenhagen

When standardization is the watchword interest will increase in the distinctive, thinks the author; this may be one reason for the present great interest in folk culture, especially folk costumes, whose origins, forms, and use she describes

Shops abound in dolls in strange folk dresses; export firms dress their assistants in national costumes; one sees them as advertisements for cheese—in curious forms; on tourist souvenirs of the most varied sorts. Strangely, the interest in folk costumes has never been greater than it is today. A visitor to Denmark getting no further than Copenhagen must gain the impression that the country outside the capital is swarming with people in red knitted caps and gay linsey-woolsey skirts. And the truth is that in all Denmark there are only a few old women in the remote island of Fanø who still wear folk costumes.

From where, then, does this avid interest in old peasant dress come? Partly, no doubt, it comes from commercial publicity. But there is undoubtedly a further reason. At a time when standardization is the watchword the nations cling, perhaps half unconsciously, to what remains of their individuality. And folk culture belongs to a country's most original possessions.

Two features distinguish folk costume from the clothing that was worn by other social classes. One is its regional character; the other its adherence to survivals of earlier fashions.

The regional character of folk costume originated in the special conditions of peasant life in former times. The isolation of their lives is hard to appreciate today. Right up to the beginning of the nineteenth century Denmark consisted of small clustered villages separated by large uncultivated areas. It was both difficult and dangerous to travel through forests, bogs, and wastes, so that unless a journey was strictly necessary one stayed at home. Country people spent the greater part of their lives in the confined area of their village and knew scarcely anything about the world outside it.

In such isolated communities distinctive forms of clothing will easily arise. We saw that during the Second World War, when in the five years of occupation Denmark evolved odd fashions unequalled anywhere else. The regional character of folk costume originated in the same way. During the century

between 1750 and 1850 many distinctive forms of dress developed. Each small area had its own special type, which could not be worn elsewhere.

I shall refer to only a few of these types. One is the large white head-dress of the women of Læsø (fig. 1), which in daily use was drawn right over the face, completely hiding it. When meeting anyone out of doors a woman would withdraw the head-dress a little so as to reveal her identity. On the peninsula of Røsnæs not only the head-dress but the whole costume (fig. 2), was so distinctive that a girl from this district could not marry a man from another region. For if she did, she would have to change all her clothes, an expensive business that would make a country girl think twice before answering the call of her heart. Another distinctive feature was the starched linen of the women of northern Falster (fig. 3), which would not stand the slightest amount of moisture. During a sudden shower of rain women and girls would suddenly be seen running like frightened hens for the shelter of porches and doorways, in order to save their finery from flopping miserably round their faces. The black mask of Fanø (fig. 4) was used by the girls when working in the fields, because they feared getting sunburnt. Consequently, the sun-burnt part round the eyes stood out like a pair of dark glasses against the pale face when they took off their masks. The mourning costume of Amager (fig. 5), was held so closely to the face at funerals that it was only possible to read the hymn book with one eye. The large black felt hats of the men (fig. 6) were useful for holding in the crown the bottles of medicine, candles, cakes, and other fragile and perishable goods bought in town. A letter for delivery to the local clergyman would be thrust in along with the rest—and sometimes forgotten, with the result that the reverend gentleman might often have to wait weeks for his mail. The 'kitchen costume' of Amager was used by the serving women at large weddings. It had three aprons, a black one behind and two white ones, one on top of the other, at the front (fig. 7). Persons differently dressed were viewed with contempt and suspicion. At Ålborg, urchins threw stones at country girls from the west when they came walking to market in their distinctive tall hats (fig. 8).

Women's Dress Most Distinctive

These are only a few of the more remarkable forms. In most cases the regional differences were restricted to a special style of head-dress, a particular cut of the bodice, or other details. On the whole, it is mostly in the women's costumes that the regional character finds expression. This is due to the simple fact that the women were tied more closely to their homes than the men, who got about rather more when soldiering, on voyages, and so forth. For this reason the men's dress was more uniform in character than the women's.

The other distinctive characteristic of folk costume is the survival of old features which live on with newer fashions. In folk costumes garments can be found whose origins may be traced back to the Middle Ages and even prehistory. Later periods have also left their deposits, layer by layer, right down to the middle of the nineteenth century. It is this strange mixture of old and new which makes the study of folk costumes so fascinating.

This is not the place for an analysis of the influence of every period on the costumes, and the following remarks will be confined to a brief account of the articles whose origins can be traced back to prehistoric times.

Concealed Sleep in Church

The kerchiefs worn by most country women over their heads (fig. 1) are of a type dating back to prehistoric times. German

Fig. 3. - Woman from Falster in costume worn on festive occasions, with black, starched and lace-bordered head band, blue chequered silk scarf, dark green knitted vest, linsey bodice trimmed with silk bands, striped silk apron; she wears an amber necklace. Mid-eighteenth century. - Fig. 4. - Girl from Fanø in work clothes with a black mask to shield the face from sunburn. 1899

women are shown wearing kerchiefs on the column of Marcus Aurelius in Rome, and in the Viking period they were elaborately arranged, and had various names. Læsø has preserved the ancient term *hviv* for the head-dress. From the Middle Ages and probably even earlier it characterized the married woman. Only the chaste virgin might show her hair.

The mourning costume of Amager (fig. 5) probably represents the vestiges of an open skirt wound round the waist and drawn over the head. A cape might be worn in the same way. Apron, skirt, and cape or shawl are primitive garments of great age. Originally, they were merely unsewn cloths which could be wrapped round the body or laid over the head and shoulders. Prehistoric men's and women's costumes have both knee-length, wrapped corded skirts, and capes or kerchiefs for shoulders and head. Peasant women in the seventeenth century wore a cape over the head. To the intense disgust of the clergy, women would sit soundly asleep during the church service, well hidden under their large head cloaks. They were also used as a mark of penitence. If an unmarried girl had a baby she would be punished by being obliged to kneel on the church floor wearing a black cloak, and anyone would be allowed to spit on her.

Fig. 5 – Mourning costume from Amager, laid over the head and shoulders. The fan-shaped stiffener is trimmed with blue and claret silk ribbons. 1807

No Sleeping at Hairdresser's

Even now underwear changes less quickly in style than outer wear. And it is particularly in underwear that we find garments of great age. Both shifts and shirts have prehistoric antecedents. So, too, has the short Danish overshift known as an *oplod*, the name being derived from the Old Norse *upphlutr*, the style resembling the short blouse worn in the Bronze Age. An *oplod* could be useful at a pinch for covering up a shift that was not quite clean. Ceremonial costumes, like underwear, are usually old-fashioned in style. The bridal headdress *(bore)* and plaits are especially ancient features. The word *bore* comes from the Old Norse *borta* and means a chaplet or headband, which in the Middle Ages and prehistory would often hold the loose hair in place. A country woman's wedding day was the last day in her life on which she was allowed to show her hair. Afterwards it was always concealed under a cap or kerchief, and often her hair was cut off after the wedding. The bride's head attire consisted of the pearl-studded *bore* (fig. 9). Behind it were the beribboned and pearl-set plaits. The hair was

Fig. 6 – Man wearing large wide-brimmed felt hat, coat and waistcoat in motley colours. The woman on his left wears a white starched sun cloth on her head. c. 1800

washed in an alkaline bath and combed out, a process so painful that the victim sometimes fainted under it. *Bore* were worn by the bride and the unmarried female wedding guests; and as there were only one or two women in each village who knew how to set the complicated coiffure, the work had to begin the evening before and the poor girls would spend the night sitting bolt upright on a chair, so as not to spoil the arrangement. Originally, bride and bridesmaids wore their hair loose in the prehistoric style, though plaits are also known from prehistory.

Until the beginning of the present century, Jutland farmers have worn a closely fitting hood with a shoulder cape (fig. 10). The garment is familiar in Hittite reliefs and in ancient Rome was worn by slaves under the name *cucullus*. It is said to have been brought to Rome by Scandinavian tribes. Its prototype is a simple sack worn over the head. Danish countrymen wore the hooded cape in winter and on festive occasions, often with a top-hat over it. Prehistoric models may also be found in ornaments and in footwear (clogs and foot-less stockings). But the garment with the strangest history of any is the trousers. Their origin must be sought with ancient horsemen: Medes, Persians, and Scythians. They were also used in Gaul and southern Germany, for which reason the country there was called by the Romans Gallia Braccata—the land of the long trousers. The wide white trousers that were worn by sailors and fishermen (fig. 11) can be traced in direct line to prehistoric times. During the French Revolution a group of revolutionaries adopted these sailors' trousers as a sort of party uniform, and so were called *les sansculottes* — the men without knee-breeches. It is from these that men's modern long trousers descend. Although many elements in folk costume have their origins thousands of years ago, the heyday of regional costumes lasted for less than a century. Before the 1750s country people appear to have dressed pretty much like the common people of the towns, without much regional style. Indeed, in the seventeenth century they made extensive use of foreign materials. Terms like *engelst* (English) and *Dantziger* indicate this.

Fig. 7 - Two fishermen from the Skaw with wide trousers of white linen of prehistoric type. 1847

Varied Effects of Affluence

But during the following century the isolation of the peasantry was intensified, among other things by legislation which obliged a peasant to stay in the region where he was born. When a favourable period for agriculture came in the middle of the eighteenth century country people were able to spend more money on clothing and in isolated communities the regional costumes began to take form. A century later the picture changed once again. A new period of prosperity now had opposite effects. The industrialization of agriculture and exports to Britain enabled the farming population to buy factory-made goods, improved means of communication abolished the isolation, a growing sense of self-respect led the farmers to dress like other classes, and in a few decades the folk costume had vanished. It is not a development one should deplore. When all is said and done, folk costume is not adapted to modern life. The pure, rich colours will have looked fine against whitewashed half-timbered cottages and in brightly painted farmhouses: they do not go well with a tractor, or in a kitchen with a refrigerator and an electric oven.

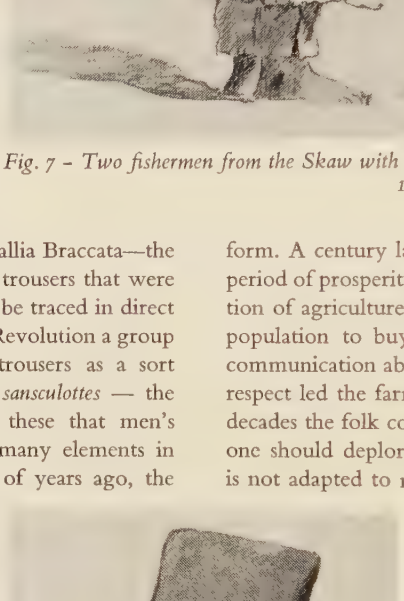


Fig. 8 - Jutland farmer with hood of crimson frieze, and a black top-hat.

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Books on National Costumes

In this article it has been possible to give only a short account of the history of national costumes. The subject is dealt with more thoroughly in the following publications:

E. Andersen: *Danske Bønders Klædedragt* ('Danish Peasant Costumes' (with English summary and picture captions)), published in November 1960.

E. Mygdal: *Amagerdragter, Vævninger og Syninger* ('Amager Costumes, Weaving and Needlework' (with German summary, 1932)).

J. S. Møller: *Folkedragter i Nordvestsjælland* 'National Costumes in North-west Zealand,' 1926.

The Princess at Cambridge

The Heir to the Throne, Princess Margrethe, who will be 21 in April (she was born a week after the Nazi occupation of Denmark in 1940), has since the autumn been studying international law at the University of Cambridge. Previously the princess studied constitutional and administrative law at Copenhagen University.

A Danish Academy

With a provisional membership of twelve, a Danish literary academy was recently founded. The international reading public will recognize among the names those of Baroness Karen Blixen (Isak Dinesen) and Karl Bjarnhof (author of *The Stars Grow Pale*).

One of the members, the critic Professor Hans Brix, died after only two months' membership, at the age of 90.

Congress on Development Countries

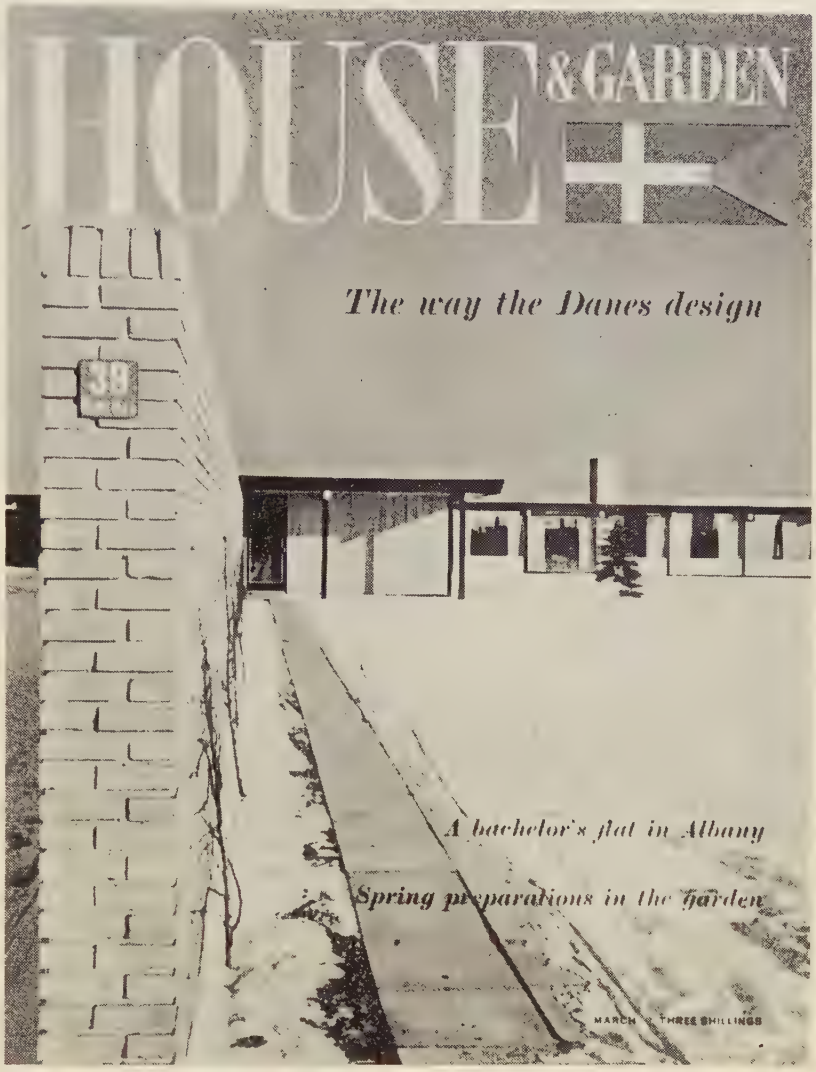
Business leaders from 64 countries will attend during May 22–27 the eighteenth congress of the International Chamber of Commerce in Copenhagen, which will thus be responsible for accommodating some 2,000 guests. The main item on the agenda will be problems of the development countries.

THE DANISH FOREIGN OFFICE JOURNAL will publish a special edition in English, French, and Spanish for distribution among the delegates and other internationally active businessmen.

Denmark in the USA

This pitcher is one of a number of pieces of Danish silver which were recently purchased by the Metropolitan Museum of Art in New York. Designed in 1955 by Karl Gustav Hansen of Hans Hansen Silversmiths (of Kolding), it is currently on show at the exhibition The Arts of Denmark in the USA.

Opened by the Danish King and Queen in New York in the autumn, the exhibition will be reopened in Chicago in February by the Danish Prime Minister. It will later be seen in San Francisco.



Denmark in your House and on your Table

The March issue of *House & Garden*, leading British furnishing magazine, contains an important survey of Danish Design, with the emphasis on all things connected with Danish houses and gardens.

Subjects dealt with include small houses (examples of work by leading Danish architects), furniture design, kitchen and tableware, and some of the magnificent printed and woven textiles, carpets, glassware, stainless steel and silver that are gaining Denmark an enviable position in world export markets.

Leading Danish manufacturers and importers are supporting the survey with advertisements in the issue, and *House & Garden* has organized window displays in approximately 100 stores and food shops throughout the country, with free display material specially designed by the magazine to tie in with the promotion.

The slogan for the promotion is '*House & Garden* says: Denmark in your house—on your table', and this will appear on the specially designed posters, streamers and tent-cards issued by *House & Garden*.

The picture shows the front page of *House & Garden's* March issue.

Disney to speak at Rebild on July 4

As previously mentioned in this journal, Denmark is the only country outside the United States which celebrates American Independence Day on July 4. The celebrations are held in the Danish-American national park at Rebild in North Jutland, and both the King and the Prime Minister are usually among the speakers, together with a principal American speaker.

Next summer, when it will be 50 years since the Danish celebrations were instituted, the principal American speaker will be Walt Disney. Mr. Disney was host to the Danish King and Queen last year when they visited Disneyland during their stay in the United States.

Symbolized are four recipes for use with Danish caviare: from the left, Hors d'Oeuvres (a hard-boiled egg stuffed with caviare instead of the yolk which, beaten with cream, is poured around the egg), Neptune's Eye (see the article), Black and White (cream cheese plus caviare, and The Lion's Midnight Snack (tartare plus caviare plus egg yolk in a ring of onion)

CAVIARE *has become Daily Fare*

By Jørgen Ranten

Take, says the cookery book, six hard-boiled eggs and a tin of caviare. Shell the eggs and mix the yolks with a little cream. Fill the remaining half eggs with caviare and trim with the yolk—and the result is an excellent *hors d'oeuvre*.

The recipe is from an old cookery book written for housewives wanting an extra-special dinner. The fact is that in the past caviare was an expensive luxury consumed in small helpings by the few at celebrations.

Twelve years ago a well-known Danish businessman deplored the fact that even he could not indulge in spoonfuls of it. He was extremely fond of caviare—but the price!

To Greenland for It

'Why don't you make it yourself?' his wife suddenly asked one day having, like the ladies in stories, an eye to the practical.

Now, 12 years later, this businessman exports Danish caviare to 55 countries in all parts of the world, and he—and tens of thousands of others—can eat caviare literally every day and even give their children caviare sandwiches to take to school—for caviare is a healthy food. As well as being cheap!

It so happened that this man of good taste had the further advantage of being something of an expert in marine animals. In fact he was the head of one of the biggest Scandinavian firms which specialize in oysters and mussels. He pressed the button and the machinery began to work.

The first requirement was to find a suitable fish. Many experiments were made before it was finally agreed that the lump-sucker, a fish found in large numbers off Iceland and Greenland, can equal the sturgeon in laying eggs for caviare. Is better, in fact, since it is more plentiful.

Every year now Danish fishing vessels make long voyages to the north to obtain the roe from tens of thousands of lump-suckers; and when the Danish factories have processed them, the tins of caviare are sent into the world at a price which brings this former luxury into the same class as a piece of cheese or a slice of salami.

Danish caviare is slightly smaller than traditional caviare, but the flavour is almost the same. Some connoisseurs say that they prefer the Danish because it is a little less salty.

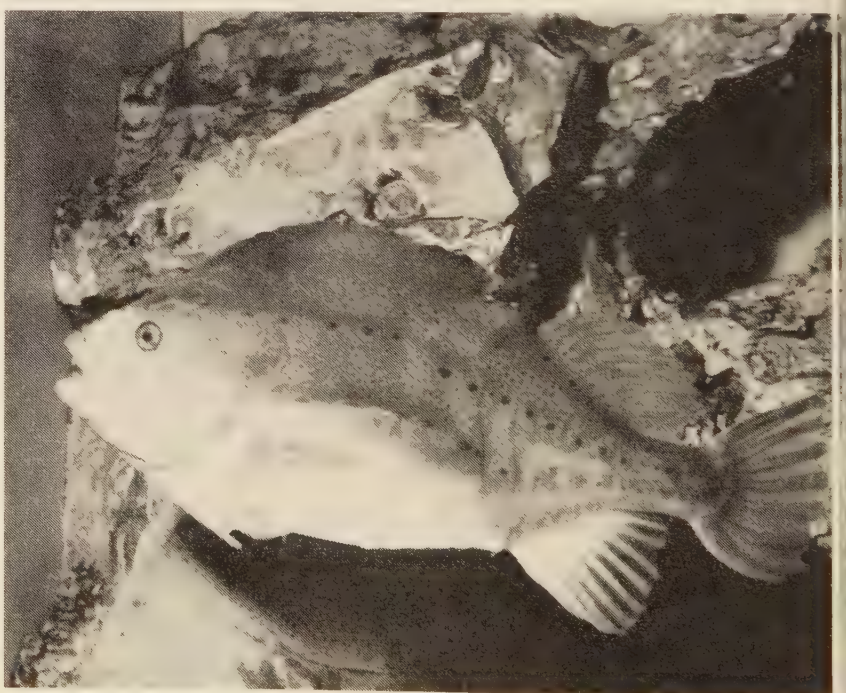
Production takes place under rigid scientific control. White-coated workers sit under the light of ultra-violet rays designed to kill bacteria and guarantee a perfect product. Danish caviare is available in three colours—or rather, two colours and a type that is colourless. In Africa red caviare is preferred; many Americans like it black; a few countries dislike imported foods that are coloured at all. But all three cost the same reasonable price and the quality throughout is Danish.

It is an indication of the success achieved that the producers, the Limfjord Oyster Company, increased their sales of Danish caviare in the first 10 years fifteen-fold, and that on busy days this pioneer firm produces over 10,000 jars.

Neptune's Eye in Three Colours

The recipe now is to go into the kitchen, open the refrigerator, take out the jar, toast a little bread and cut off the crust, spread liberally with butter and two ounces of caviare, and top off with the raw yolk of an egg and a ring of onion.

Neptune's eye, it is called—a fitting name in a nation of seafarers.



The lump-sucker has given the sturgeon something to think about. Thanks to a Danish gourmet, people in 55 countries now eat Danish caviare as a daily food

A Revolution in the Kitchen

By Willy Kernel

Deep-freeze continues its triumphal progress over the world. In Denmark the production of deep-frozen foods in close association with scientific research institutes, both for domestic consumption and export, has shown a substantial increase in the course of the last three or four years.

Deep-frozen foods display a rapidly increasing scale of production. As yet the trade is so new that the export volumes cannot be exactly stated, there being no separate statistics for these groups. Deep-frozen goods can, generally speaking, be divided into four categories: meat and bacon, poultry, fish, and fruit and vegetables.

Danish exports of the first group alone, comprising goods such as pork chops, roast pork, frozen and sliced bacon, roast beef, hamburgers, veal cutlets, roast veal, sliced meats, and ready-to-eat dishes, are probably in the region of 75 million kroner a year. This category of foods is subject to few seasonal fluctuations.

The modern housewife gets the pre-cooked dinner out of the refrigerator in the shop

Big Marketing Campaign

A few months ago Denmark launched a special campaign in the important British market, and through an association of firms which produce quality-branded and guaranted deep-frozen products, especially meats and dinner dishes, everything was set to feed an area with a population equal to that of Denmark—which is four and a half million.

Using excellently designed, gay and colourful packagings, and employing big-scale publicity, this campaign is only the first of a series which will project deep-frozen foods—including also vegetables—and is the prelude to a publicity drive which will extend to the whole of the British market.

Deep-frozen goods are produced especially for this market, just as the packagings are adapted to British tastes. At a gathering of over 600 of the leading dealers of the area aimed at a wide selection of Danish deep-frozen foods was recently served. The guests were amply satisfied with the inviting and delectable things. This marketing campaign was organized by the Danish trade in association with a British firm.

And at the present moment Denmark is engaged, as a partner in a Danish-Persian company, in erecting a chain of refrigerating and deep-freeze installations in Persia: big refrigeration establishments for the storage and distribution of Danish foods, both chilled and frozen—dairy products, canned goods, deep-frozen goods.

Need for Livestock Products

The Danish refrigeration expert, Professor S. A. Andersen, returning recently from a world tour, has pointed out that there is a great international need of both refrigeration and air conditioning, and good openings for energetic action by small nations. Here Denmark has great opportunities as a seller of foods in the Far East, where the production of rice is declining because there also an easier life is the aim. In India, as nearly everywhere else, it is difficult to obtain domestic help. There is a need for quality livestock products and other foods, and thus also a need for refrigerators.

Outside America and Europe there is not much experience of cold storage, a field in which Denmark is well advanced. With Danish cold stores, managed by Danish experts, there are great opportunities for a campaign for Danish foods at this moment.

A deep-freeze chain is the means of getting goods fresh from factory to consumer. This chain must be in order, for one weak link can spoil the quality of the products. Up to the moment of purchase by the consumer the goods should be kept at minus 18 degrees Centigrade (0° F.) at the least.

Refrigeration and its application are not new in Denmark. For many years now it has been the custom, in order to regulate market supplies, to freeze whole or half carcases for later export when the market improves.

This is an old story. The new chapter consists in the ready-prepared foods which are marketed either cleaned and carved, ready for cooking, boiled or roasted, or, in recent years, cooked and individually portioned, complete with gravy, potatoes, and vegetables.

Finding New Markets

In all trade negotiations within the European Free Trade Area and the Common Market endeavours are made to find new

openings for these exports. It is a question whether these special, luxury or semi-luxury goods ought not to be included in the liberalized categories of industrial goods, or at least be put on the same footing as foods like crabmeat and caviare from Russia—products now obtainable all over Western Europe.

The fish trade, in Denmark probably the first branch of food production to apply deep-freezing on a large scale, exported in 1959 about 15,000 tons of fillets of flatfish and cod, which was about 90 per cent of the total production. In addition considerable quantities of other sorts of fish were exported, as well as deep-frozen lobster tails.

The exports are distributed among nearly 40 countries in all parts of the world, with the United Kingdom, Sweden, the United States, East Germany, Australia, and Switzerland as the biggest customers. Between 3,000 and 4,000 people are employed in the fish-fillet industry, and wages form about 15–20 per cent of production costs.

By means of deep-freezing the Danish fish trade has succeeded in penetrating to markets which were previously outside the range of this perishable commodity, and development will continue.

The deep-freezing establishments in the fruit and vegetable trade are big customers for raw materials obtained from farmers, who thus make a valuable supplement to their earnings from other crops.

The exports are not, however, very considerable, as the domestic market has been able to absorb the quantities which the crops and the productive capacity have been able to provide.

But as there is a big international consumption and the need for deep-frozen vegetables and fruit is rapidly expanding, there are good long-term marketing prospects for this branch of the Danish deep-freezing industry. A considerable expansion of crops and production may be expected.

Top-Quality Goods

In the Danish capital 35 per cent of all small shops, 60 per cent of the medium-sized shops, and 85 per cent of the large stores sell deep-frozen goods. The figure is rather less in other parts of the country, but there is everywhere a rapidly increasing interest in handling these products. The whole intensive expansion of the deep-freeze trade is bound up with Denmark's endeavours to maintain and consolidate her position as the world's leading food supplier.

The Danish farmers—and the industry with which they are associated—are determined to supply not only high-grade raw materials, but also top-quality deep-frozen goods. Chain stores and self-service shops all over the world are registering increasing sales, and large food businesses can have difficulty in finding suppliers of uniformly good commodities which will continue to satisfy their customers.

Contemporary Food

To a housewife there is a charm in having a varied selection of good food ready for serving. The extra price she has to pay for the ready-to-serve deep-frozen foods often makes up for the time she would have to spend in the kitchen. Through magazines and television she learns the use of these modern foods, which scientists and producers are continually seeking to improve in flavour and nutritional value. The modern housewife, throwing prejudices aside, realizes the pleasure and usefulness that are to be got from 'contemporary food'. Deep-frozen goods have the further advantage that they require less knowledge of commodities in the buyer than do 'old-fashioned' foods. Quality branding has to a certain extent taken the place of this knowledge, and purchases are easier.

For the housewife who has tried opening a packet of delicious fish fillets, or a bag of prepared herbs, or has taken a guarantee-sealed broiler straight from the plastic bag and popped it direct into the oven—for her there is no going back. She has got so far that the thought of the big job of preparing the food and cleaning the utensils and kitchen when she has finished this work, necessary before the 'deep-freeze age', strikes her as old-fashioned.

At restaurants and hotels, as well as in hospitals, the value of deep-frozen food is obvious. Here it is both hygienic and labour-saving, suits the tastes of restaurant customers, and fills the need of hospital patients for healthy, nutritious, and well-prepared food.

This summer, in the Danish provincial city of Ålborg, the Danish Food Fair of last year will be repeated on a bigger international scale. Leading people in the food trade of all countries will foregather in the agricultural and processing country of Denmark to see the rich selection of foods that will there be displayed, with deep-frozen goods very much in evidence. The 'contemporary food' is ready for serving.

Good Eating

By H. Anker Sørensen

The Danish Food Fair at Ålborg last year was such a great success that the experiment will be repeated this year on a bigger scale. A worldwide publicity campaign has been launched to attract international epicures to the joint 'window display' of the combined Danish food industry

Denmark is the largest exporter of high-grade agricultural products in the world and Danish food is marketed in 120 countries in all the continents. Yet the Danish Food Fair held at Ålborg last year, with every branch of Danish production represented under one roof, was the first of its kind.

The experiment was a resounding success. The fair was visited by buyers from 51 countries. Between them and the exhibitors many valuable contacts were made which have since been translated into regular orders.

In view of this it was natural to organize another Food Fair this year. It will run from June 2 to June 11, and almost all the exhibitors of last year will be there again, with the addition of many others.

In association with the Agricultural Marketing Council 140,000 invitations to attend the fair have been issued in six languages, together with announcements to the daily and trade press of 60 countries and a poster in six colours showing the goods that will be on display.

Publicity by Land and Sea

Special campaigns are being launched in Britain, Germany, Switzerland, Austria, Belgium, the Middle East, and the United States. Two large exhibition vans will go out, one to tour Europe, the other to cross

A six-colour invitation to the Danish Food Fair of 1961

America from coast to coast. With a length of 45 feet, they will be equipped with refrigerator, kitchen, a 12-foot-long table for the various food arrangements, and a reception room furnished with the best Danish export furniture and applied art.

In towns where receptions are planned the guests will be invited to a substantial Danish breakfast at a leading hotel (in the United States a Danish lunch) and there will then be an opportunity for further study of the delicacies of the Danish kitchen, in the van. A chef will be there to arrange the displays, and a Food Fair Lady and representatives of the Danish Food Fair will act as hosts.

The interest in Danish food was shown last year to have extended to the Middle East. This year, therefore, there will be a special publicity campaign there. The United Steamship Company's vessel *Oklahoma* will cruise as a Food Fair ship in the Mediterranean, with receptions on board in Malta, Piræus, Beirut, Cyprus, and Tripoli. An extra-special campaign will be organized in the important British market.

Deep-frozen Novelties

Some novelties were presented at last year's Food Fair, and there will be several more this year. Although for competitive reasons the details cannot be revealed in advance, it is certain that deep-frozen foods of all kinds will occupy a prominent place. This is the field in which the greatest development is taking place in food production at the moment. The displays will include, for example, deep-frozen salads and deep-frozen Danish pastries, of the kind that visitors to Denmark have come to like.

The canning industry will also be prominently represented at the fair, which in addition will include slaughterhouse products of all descriptions, milk and ice-cream powder, cream in tablet form, fresh and dried eggs, poultry—fresh and frozen—biscuits, malt, beer, *akvavit*, chocolate, fruit, game, and cheese.

There will also be a comprehensive display of food-processing machinery, equipment, refrigeration, transport, and wrapping and packing machines.

The Danish Food Fair will appeal principally to food importers and agents, but also to Government buyers, food journalists, chief buyers of chain stores, large institutions, and so forth.

Display of Quality

The attendance of buyers from more than 50 countries at last year's fair exceeded expectations. In view of the complimentary coverage in newspapers and trade journals all over the world, there is every reason to expect an even larger attendance this year. Party visits for buyers in various European countries will be arranged.

In Germany there will be cooperation with DER, the organization of German travel agencies. Visits from other courties will be arranged by Cook's.

The Danish Food Fair forms an important part of the endeavours to establish the term Danish Food as a mark of quality.

Danish food exports are of vital importance to the national economy. They are already large but more can be produced; consequently, potential buyers from all parts of the world should have the opportunity to satisfy themselves by personal inspection that the goods offered are quality goods at competitive prices.

Because every branch of Danish food production is backing the Danish Food Fair, this will be a giant display window showing all that Denmark has to offer in this specialized field.

A nurse at a mission station in Portuguese West Africa recently sent a touching letter of thanks to a Danish condensed-milk factory whose products had been enjoyed by the children there, especially during an outbreak of leprosy. Danish milk powder is cheap and healthy food, the writer said, enclosing a photograph of little Benjamin beside a large tin. Benjamin was not smiling, she went on, because he was afraid of the photographer, but he was fond of the milk in the tin...

Preserved milk is cheap and easy to transport, it can quickly be sent to all destinations, and it is concentrated food which goes a long way. When disasters threaten in distant countries the material relief often takes this form.

A Danish contribution to the relief after the earthquake at Agadir actually consisted of preserved milk, and Danish preserved milk was also included in the supplies under the United Nation's relief action in the Congo. Scientists take this food with them on hazardous expeditions to the North Pole or Himalayan peaks.

Canned Milk Missed

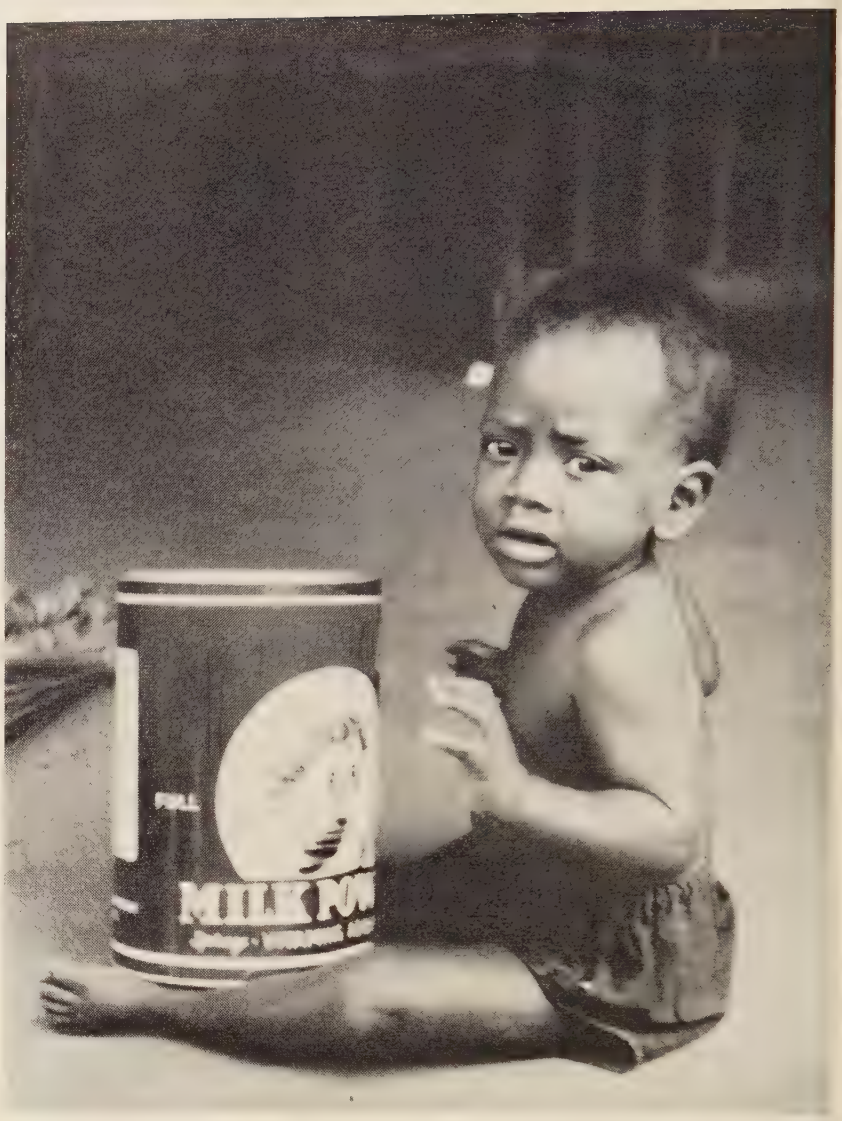
In a hot climate milk powder and condensed milk even replace fresh milk for flavour. Indeed it is said that when Danish consuls come to Denmark from overseas and are given fresh milk they miss their tinned milk which tastes so good.

There is a strong latent demand for preserved milk, for proteins, in the Far East, in Central and South America, and in Africa with their rapidly growing populations. Given only a slight increase in purchasing power, there are long-term markets here ready waiting.

Under her great humanitarian relief programme the United States has sent milk powder to many distressed countries. The product was thus made known, its value realized; and as conditions returned to normal the countries began to buy it. The dairy land of Denmark was equipped to supply it.

Value in Hot Countries

Denmark has traditions as a producer of preserved milk. There have been factories here for over 50 years and their work has been followed up. New factories, including cooperative ones, have been established, so that in Denmark today there are a score of establishments equipped with the most up-to-date machinery, made at Danish factories which also export the machines.



Benjamin in West Africa with his Danish milk

Canned Proteins

By Holger Ellert

Danish preserved milk, which will keep in the hottest of climates, is well known as a healthy and concentrated quality food; 80 per cent of the exports go to far-distant countries

Thus the technical side is in order, while the raw material, the milk from a million and a half dairy cows, is of internationally recognized quality. Denmark produces preserved milk of all descriptions: condensed whole and skimmed milk, made to keep by the addition of sugar; condensed unsweetened milk sterilized by boiling in tins; powdered whole milk in hermetically sealed tins; and tinned cream. These canned goods are especially useful for children's food but are also used for cooking and in tea and coffee at restaurants, etc. It is the protein in preserved milk that is so valuable to people living in hot countries. The food often contains an unbalanced amount of starch and sugar and is grossly deficient in resistance- and energy-promoting proteins. Nutrition experts of the Food and Agriculture Organization of the United Nations who have studied these problems know that

an unbalanced increase in the number of calories would be insufficient to sustain the general health standard; what is required is a better balanced diet, and here, among other foods, they are alive to the value of powdered skim-milk because of its cheapness and keeping quality.

Skim-milk as Trail-blazer

After powdered skim-milk had blazed the trail whole-milk powder and canned milk followed on an increased scale. At the end of the war, the Americans introduced skim-milk into Japanese school lunches and the free distribution of skim-milk in India taught the population to use it for making curd and for diluting the rich buffalo milk.

The production of preserved milk expanded notably during and after the last war. In an emergency condensed milk is important, but the consumption continued to increase after the war. In 1939 Denmark exported about 17,500 tons of preserved milk to a value of 13 million kroner. In 1959 the respective figures were 68,500 tons and about 200 million kroner. The biggest market for dried milk products is Latin America, but condensed milk is chiefly marketed in the Far East while milk powder is also gaining ground there; for example in Indonesia, where in 1954 a Danish trade delegation paid a goodwill visit in order to promote condensed milk products.

In Europe the largest importer of Danish preserved milk is the United Kingdom, with West Germany and France next in order of importance.

Cream Recovers its Position

Before the war Danish sterilized tinned cream held a good position in the British market, and now that the quota system and afterwards the duty have been abolished cream is regaining its place in Britain. Tinned cream is a luxury commodity which rises in consumption with expanding purchasing power.

Milk powder finds application in a great variety of ways. In Britain it is made into baby foods with the addition of lactose and starch; it is used in chocolate-making, for ice cream, in sausages and other processed meats, in the making of cheese spread, and so on.

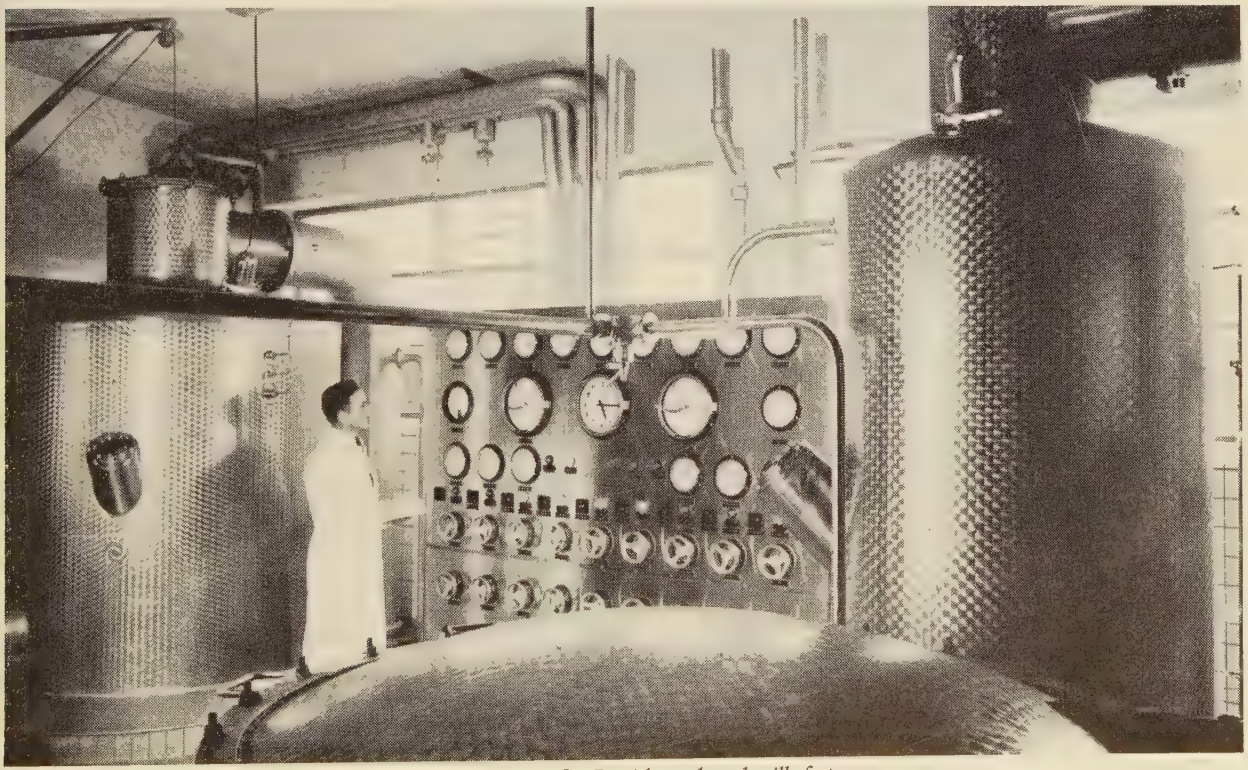
Danish exports to European countries in 1959 totalled 13,000 tons; in other words, the great bulk is exported to overseas countries outside the Six and the Seven. Nearly 100 countries in all buy Danish preserved milk, the exports of which receive no Government subsidies of any kind, though the exports of many other countries do. There is something romantic about the exporting of Danish preserved milk to so many distant parts of the globe, but competition is intense, both in price and quality, in the absense of the Government backing which others enjoy.

Research and Experiments

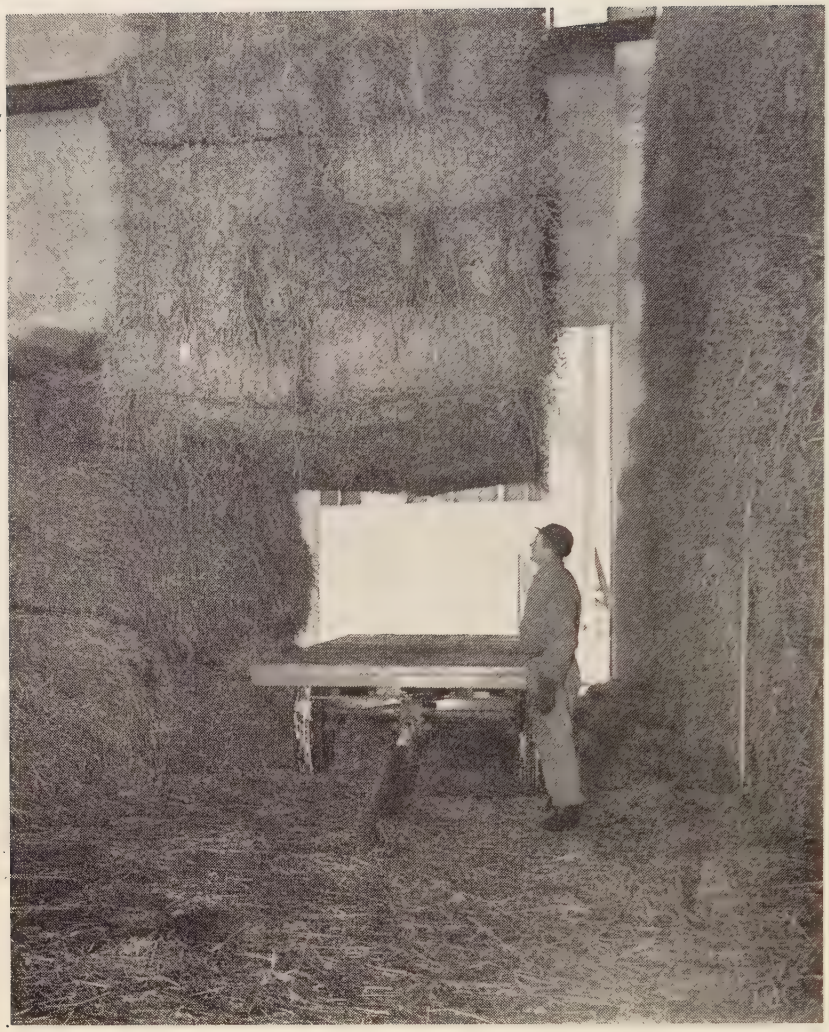
A guarantee of 'Danish' quality is provided by the Government inspection system, whose officers inspect the products at all stages. These officials, entirely independent of the trade, ensure a fully effective quality control. The Government Experimental Dairy and the factory laboraties carry out research work and experiments. The Experimental Dairy is building a new department for preserved milk, because of the international position which the product has achieved alongside butter and cheese.

The unmet demand for proteins all over the world cannot in the long run be neglected. There are places where milk is supplied direct from buffalo sheds which are situated in the towns and often house several hundred animals under primitive conditions. There is no sterilizing process at any stage. The danger of infection is great and so is the infant mortality.

In these conditions Danish preserved milk and the ingredients for reconstituted milk, which can be produced on the spot from imported skim-milk powder and butter fat, will undoubtedly become of increasing interest as a means of remedying deficiency diseases and raising the standard of living. The pattern varies from country to country but the protein is needed everywhere. Canned milk and canned milk powder from Denmark are possibilities which are well worth investigating.



The nerve centre of a Danish condensed-milk factory



Unloading ramp where 6 tons of straw is delivered in one batch

Waste Straw into Fine Paper

By Knud Borch

The traditional close association between Danish farming and industry has found fresh scope; instead of being burnt, straw is now made into pulp for paper and packaging—a further example of resourcefulness in a country short of raw materials

It is a hundred years since it was first realized that it is wasteful to allow tens of thousands of tons of straw to go up in smoke or plough it into the ground to rot. Straw is cellulose and two Danish factories processed it and used the cellulose for making paper.

Then about 1875 cellulose made from wood-pulp appeared, and was both cheaper and in many ways better than cellulose from straw. Consequently, production came to an end and the straw became once more a useless by-product, just a nuisance to the farmer.

However, by about 1940 chemists had learnt so many new things about the processing of straw—and vegetable fibres in general—by boiling that cellulose from straw was able once again to compete both in price and quality.

Denmark was quick in reaching the planning stage—but not in realizing the projects. Some of them were too small to be profitable; some failed because it was impossible to guarantee large enough supplies.

Factory Organization

But agriculture and industry have always cooperated very closely in Denmark, and the stage has now been reached where a straw-pulp factory has been operating very successfully for a number of years, while another will soon be built.

The present factory turns out cellulos in a semi-dry condition for paper-makin and the bulk of its production goes t Danish paper mills. The rest is exporte to paper mills in West Germany.

The new factory will produce ready made packing board from straw-pu and probably also ready-made cartons fo packaging industrial and agricultur goods; the dairy industry, for exampl wants cartons for butter.

The two factories will be capable o using the surplus straw from most o Jutland. Possibly the northernmost pa of Jutland and afterwards the Danis islands will also have straw-pulp factorie

The existing factory, at Fredericia, ge straw from about 1,200 farmers. The have formed a cooperative society, whic guarantees supplies of at least 18,00c 20,000 tons a year. The factory itself a limited liability company, with the fa mers' cooperative straw society holdin half of the shares and the paper mills th other half.

The farmers have storage space avai able, and so the factory has been able t manage with elevators built for reserv stocks. Each day the factory is supplie by road with fresh supplies sufficient fo a day's consumption.

The Processing

The first stage in the processing consis in reducing the straw in immense chaff cutter or chopping machines, which cu it into fragments three-quarters of a inch long at the most.

The chaff is then conveyed to a seri of drums where dust, pebbles, remains o twine, and other impurities are sieve off. From the drums the chaff is tran ported by conveyors to boilers, each hold ing 5,500 gallons (25,000 litres).

In the rotating boilers, which a steam-heated, the chaff is mixed wit a lye of caustic soda and sodium sulphit the whole being boiled for four hours 160 degrees Centrigrade.

The result is a porridge-like produ still the colour of straw, and it has still long way to go before it becomes usable material for paper mills.

The chemicals of the boiling lye a first washed out of the liquid pulp i large filters. The factory uses 1,100 ga lons of water a minute.

In various cleansing baths—includin centrifuges—those parts of the pul which are non-fibrous are now remove

The substance then flows on to thre bleaching towers, where, in a thre stage process, it is relieved of its yellow ness by bleaching. It is a pure white an uniform product which flows out fro

the final bleacher and into a new washing plant where the chemicals of the bleaching process are removed.

The pure, white cellulose pulp is now ready for use, except that it is necessary to remove the large volumes of water it contains. The factory produces about 10,000 tons of raw cellulose per annum, and if the product were to be despatched straight after the final washing it would be a case of transporting several times as many tons of water.

Instead, the bulk of the water is removed in a boarding machine, leaving thick millboards containing 50-per-cent dry material and 50-per-cent water.

The first stage in the adventurous journey from straw to finished writing and printing paper has been completed.

Ready-made Board

As the market for straw cellulose for paper production is substantially covered by the output of the existing factory, which saves Denmark up to 10 million kroner in foreign exchange per annum, it has been decided that the new factory shall produce ready-made board for packaging. It will not employ straw-pulp alone as the raw material, but will make a mixture of old paper and wood-pulp—though straw will be the predominant constituent.

With the extremely large consumption of paper and board for packaging, resulting from the present-day demand for packaged self-service goods, it is thought in Danish farming circles that there should be great scope for the establishment of yet more straw-board factories.

At one time it was feared that the general introduction of combine harvesters might lead to reduced quantities of straw, because combines do not cut the straw so close to the ground as the old-fashioned harvesters, but this has not proved to be the case. What is more, it is the impression at the Fredericia factory that the straw received now is of better quality, perhaps because harvesting takes place rather earlier than it did formerly.

The Danish straw-pulp factories are, as their organization shows, an interesting form of cooperation between agriculture and industry: the farmers supply the raw material, which by industrial means is converted into a commodity that in turn is employed by the industrial establishments of the farmers. The straw-pulp factories are, in their structure, a combination of ordinary limited liability company and cooperative society, which of course is a distinguishing feature of Danish agriculture.

Buy Five Engines – and get a Free Ship

By Frank Hernov

This article almost amounts to a discount coupon. It gives shipowners instructions for obtaining certain operational and money advantages by means of Danish diesel engines

The world's biggest – four storyed! – diesel engine, recently delivered

Once again the name of Burmeister and Wain has gone out over the world. The firm has delivered to the Norwegian shipowner Sigval Bergesen junr. the most powerful marine diesel engine in the world. The unit is of B & W type 84 VT2BF-180, and with its 10 cylinders yields no less than 21,000 e.h.p. in daily service. The engine can be supercharged without time limitation by 10 per cent, and for shorter periods by 20 per cent. A 12-cylinder unit of this type will give an output of 25,000 e.h.p. and more in daily service.

Mr. Bergesen has played an outstanding part in the utilization of diesel engines in very large tankers. The Norwegian owner has ordered five engines of 21,000 e.h.p.

Burmeister and Wain and licensees have booked orders for nine such units, for installation in ships of 45,000–50,000 tons deadweight. Six of the engines are to be built in Copenhagen, where the engine works at Christianshavn have been extended for the production of these big engines.

The first for Sigval Bergesen junr. will be installed in a tanker of about 50,000 dw., to be built by Rosenbergs Mekaniske Verksted at Stavanger.

An Interesting Calculation

Mr. Bergesen realized the operational advantages of employing this diesel machinery in place of a turbine plant. The engine is adapted for use with heavy oil and consumes 40 tons less per 24 hours than a turbine plant of corresponding output. Thus in the fuel account alone there is a saving of 1,500,000 kroner a year. The diesel tanker need not carry such large quantities of oil for its own propulsion and can utilize the extra space for freight that will bring in money. The combined saving by employing diesel plant in a tanker of about 50,000 tons dw. instead of turbines may therefore be put at 2,000,000 kroner a year.

The Norwegian shipowner has ordered five engines from Burmeister and Wain, so let us make a calculation. Each engine will give a saving of 2,000,000 kroner a year, or 10,000,000 kroner on the five ships. In a ten-year period there will thus be a total gain of 100,000,000 kroner, which is more than the cost of one of these ships. Expressed in another way: if you buy one of these engines you give yourself a free ship.

There is no wonder that international shipowners are displaying a keen interest in this powerful and economical Danish engine.

It is not only the Norwegian shipowner referred to who has played an important part in the utilization of extra-large tankers. In developing the big turbocharged, two-stroke diesel engines Burmeister and Wain have had close cooperation with other leading owners, notably the East Asiatic Company and A. P. Møller.

Demonstration of work with a Danish green fodder chopper drawn by a Danish-built tractor. The cart was also made in Denmark

They Plough and Harvest Everywhere

By Aksel Bro Rasmussen

The sun never sets on Danish agricultural machinery, it has been said. The relationship of factory and village forge means less administration and sound production—the machines are born in the field, not on the drawing-board

Agricultural machinery made by Danish engineering firms is enjoying a world success. One of the products is a new green harvester from Kerteminde, a universal machine with a working part which consists of a rapidly rotating axle with sharp-edged beaters hinged on to it. After cutting the green material it throws it up through a long hopper which narrows sharply towards the top, where there is an adjustable ejector lip. By turning this the ejection can be regulated so as to spread the material on to a vehicle, which must be fitted with wire-netted racks and tail-boards.

It is jokingly remarked among farmers that the sun need never set on the green harvester; it is in the field from Australia to Norway and Sweden.

The green harvester, which is made to American licence, has become a great success. It is particularly in West Germany that interest has centred on this harvester, which, together with more traditional Danish implements like ploughs and harrows, has found a ready market in the Federal Republic. These machines and implements—produced partly from German steel—have made their way in the teeth of keen price competition with West German industry. Experts know why Danish firms making agricultural machinery have their origins in the village forge, where only a generation or two ago the blacksmith developed the first primitive machines which have since been improved and put into factory production. The factories, for their part, have benefited from their relationship with the smith by learning from him how to run their businesses with a minimum of administration and with an eye to a sound and yet simplified production. Indeed, it has also been said that most Danish agricultural machines have been born in the field—not on the engineer's drawing-board. This in turn means that the manufacturer maintains close contact with the individual farmer, and that the machines he supplies must be dependable and reasonably priced.

Less Manpower, More Machines

The last has been absolutely essential because of the rapid development which Danish agriculture has undergone—

especially from an economic point of view. Competition increases; and while other farmers can base this or that part of their production on Government subsidies, the Danish farmer cannot do so. The problem of manpower is also increasing. It is an undoubted fact that agriculture is becoming depopulated. Migration from the country involves many young men and women who are absorbed by increasing urban industrialization. The labour remaining on the land is, of course, chiefly that of the farmer himself and perhaps his grown-up children, some few young workers and many more older, married men. The permanent staff is becoming increasingly the hard core especially on larger farms, and this trend is having no small influence on the amount of machinery kept.

Topper and Combine

The green harvester has been referred to as a successful export line, but the picture would be incomplete without some mention of beet-topping and beet-lifting machines. As beet tops should be chopped up before going to the silage plant, the topper is now being combined with a 'crusher-blower', the whole being performed in one process. There are also combined toppers and lifters, where both functions take place simultaneously—though in staggered succession, one row being topped while the next is lifted.

Combines today fit naturally into the pattern of Danish machinery exports. Harvesting techniques are undergoing considerable changes through the introduction of these machines, which at one time were received with scepticism. The number in use is growing rapidly; and what is more, a large proportion are employed on big holdings, so that the acreage harvested by combines is substantially greater than the relative number of the machines. It is considered that even medium-sized Danish farms will now go in for combine harvesting, and last year some 3,000 were imported. This fact has whetted the appetites of Danish engineering firms, and several have found customers at home and abroad. Danish combines are in keen demand in other Scandinavian countries, and they are also being exported to more distant markets.

Triumph of a Tractor

A more recent product is the Danish tractor. There are nearly 100,000 tractors on Danish farms; divided out, this gives half a tractor per holding. A survey has shown that, while about 40 per cent of all agricultural holdings own a tractor, a third of those which are still without one have tractor work done for them by others. The number of diesel-driven tractors is rapidly increasing. Between 1954 and 1958 it rose from 5,000 to 16,000. It is here that a firm at Kalundborg has started up a large-scale production. The firm in question has devoted many years to perfecting a marine diesel engine which has been used in fishing vessels all over the world, and the Danish engine has now been very successfully adapted to tractors.

Reaper-Binder for USA

Following in the wake of tractors have come a succession of specialized machines and implements adapted to the new source of power, and Danish industry supplies a considerable number of these new aids. They include, to name only a few, sowing machines, fertilizer spreaders, harrows, and ploughs.

Grinding mills and threshing machines are old-established Danish export lines, but the available selection has been increased in recent years. A few factories have even succeeded with special machines where it might have been thought that the chances of exporting these would have been small. This applies to a firm in South Jutland which supplies many reaper-binders to the United States. Other firms export hammer-mills. West Germany appears to be keen on Danish farm trucks.

90 p. c. Machine Milking

The machines and implements mentioned are mechanical aids to field work, but mechanization is also making rapid strides in farm buildings. Admittedly, the structure of many buildings has presented insuperable difficulties to the mechanization of indoor jobs, but milking machines are independent of layout. There are now close on 150,000 milking-machine installations in Denmark, from which it is estimated that a good 90 per cent of Danish dairy cows are machine-milked. There is developing mechanization of feeding supply, manure transport, milk transport, and shed-cleaning in combination with manure tanks, the dung being stirred and pumped out. Plants such as these are found only on farms here and there but nevertheless provide further opportunities for manufacturers. The same is true of the designing of much plant for silaging, farm grain silos, drying apparatus, and so on. Electric motors are employed in large numbers for driving small machines such as beet cleaners and beet choppers.

Tested in the Field

Exports of agricultural machinery bring in appreciable sums. The figures for 1959 show that in that year cultivating machinery and implements exported amounted to over 11 million kroner, fertilizer spreaders over 9 mill. kr., reapers 6 mill. kr., reaper-binders nearly 9 mill. kr., combines 5 mill. kr., milking machines nearly 8 mill. kr., and so on. The manner of presentation by Danish firms undoubtedly contributes to their success. Danish factories do not get their results with massive publicity campaigns, but through many well-arranged field demonstrations, at which buyer and seller can watch the machinery at work. This practical test is one that appeals to farmers everywhere.

DANISH FOREIGN OFFICE JOURNAL

Published by the Ministry of Foreign Affairs. Distributed through Denmark's Diplomatic and Consular representatives to interested firms, trade associations, authorities, the Press, etc.

RESPONSIBLE EDITOR:
CHIEF OF THE PRESS DEPARTMENT OF THE MINISTRY OF FOREIGN AFFAIRS
Christiansborg, Copenhagen K.

ADVERTISEMENTS:
DANSK BLADFORLAG,
Amaliegade 22, Copenhagen K

PRINTERS:
J. H. SCHULTZ A/S,
UNIVERSITETS-BOGTRYKKERI,
COPENHAGEN

SUBSCRIPTIONS:
J. H. SCHULTZ BOGHANDEL,
Havnegade 15, Copenhagen K

Price Kr. 8 a year post-free, issued quarterly. Single copies Kr. 2.50. All correspondence regarding subscriptions to be addressed to:

J. H. Schultz Boghandel,
Havnegade 15, Copenhagen K

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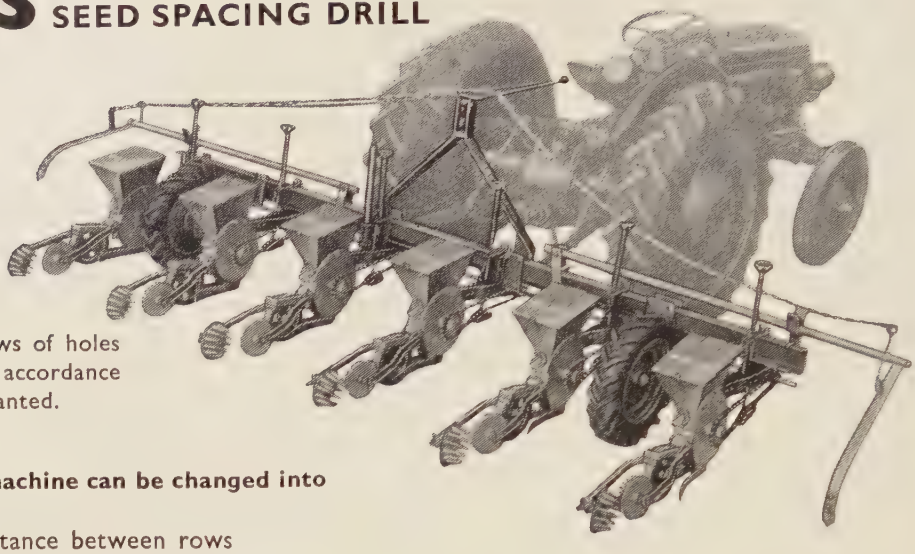

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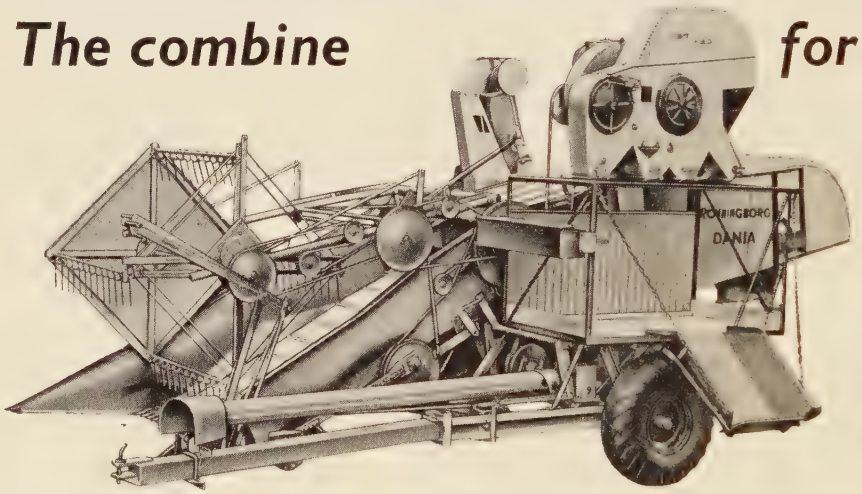

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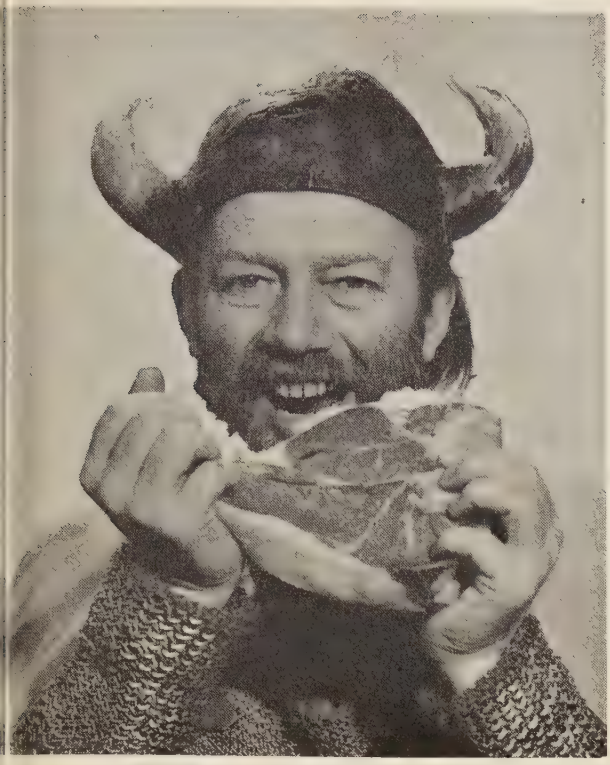

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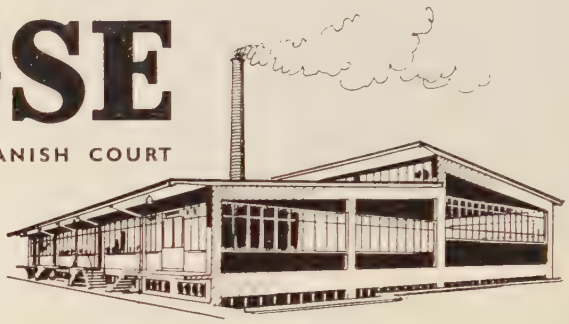

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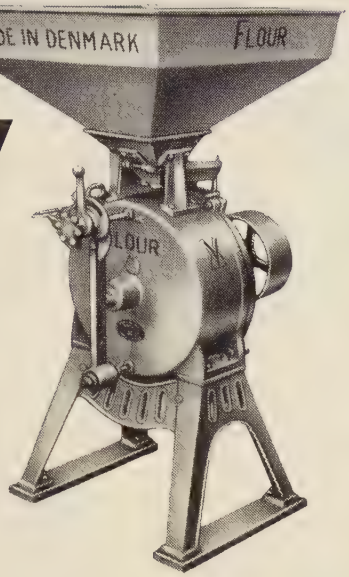

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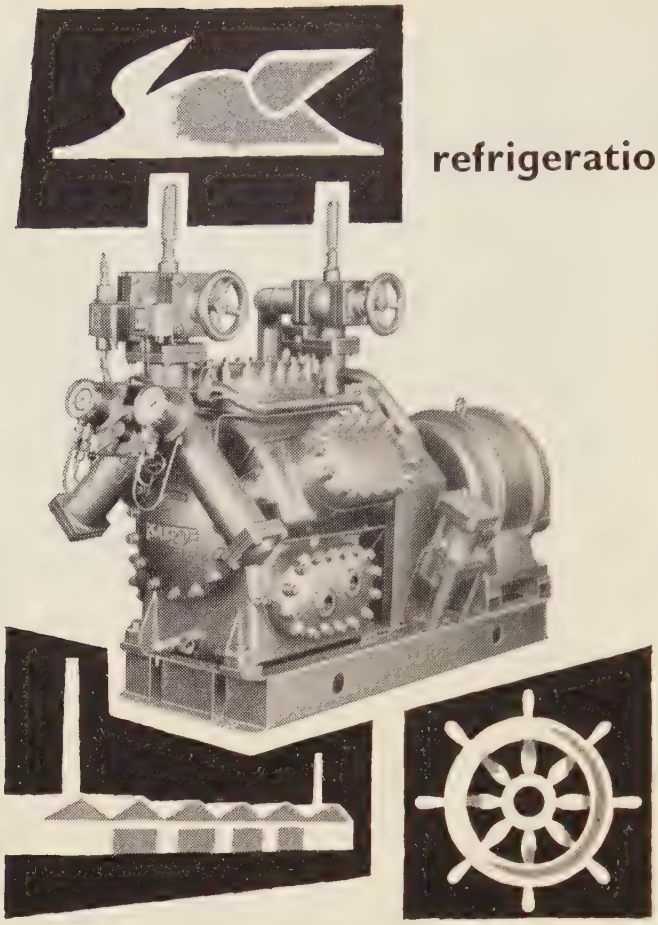

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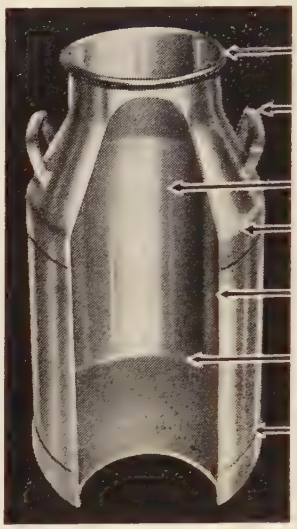

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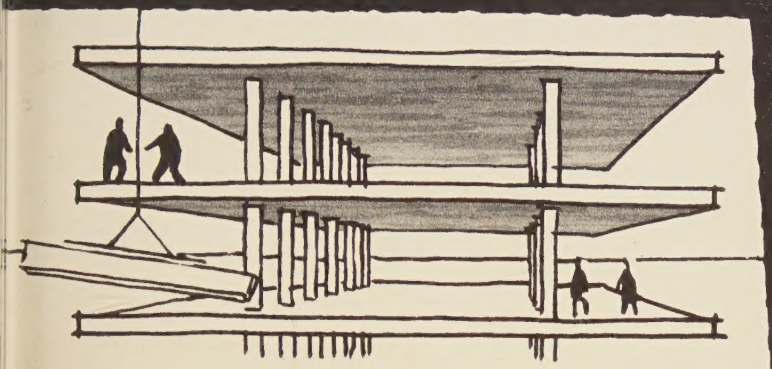

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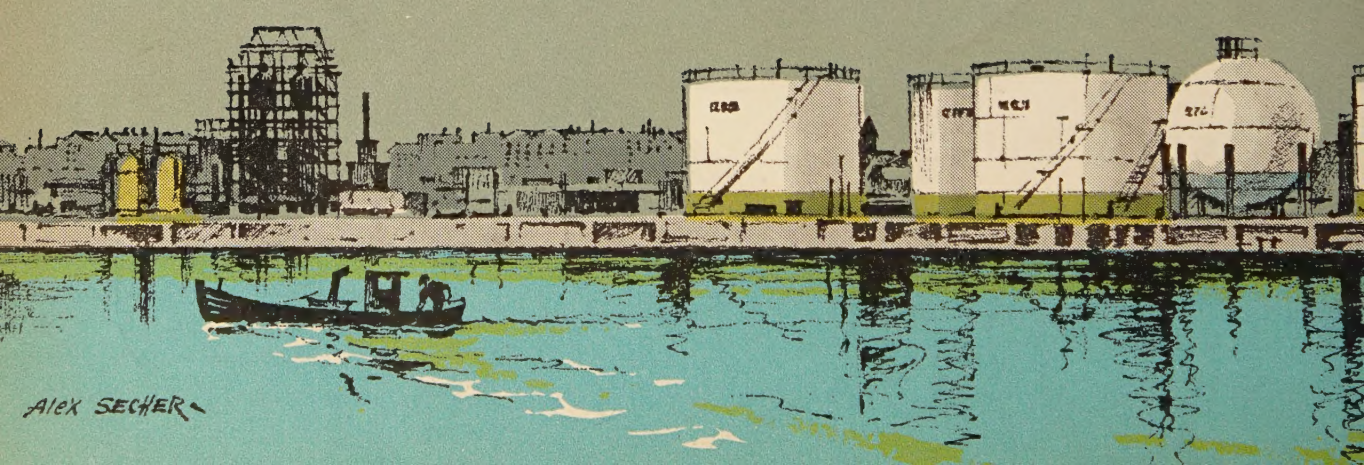
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